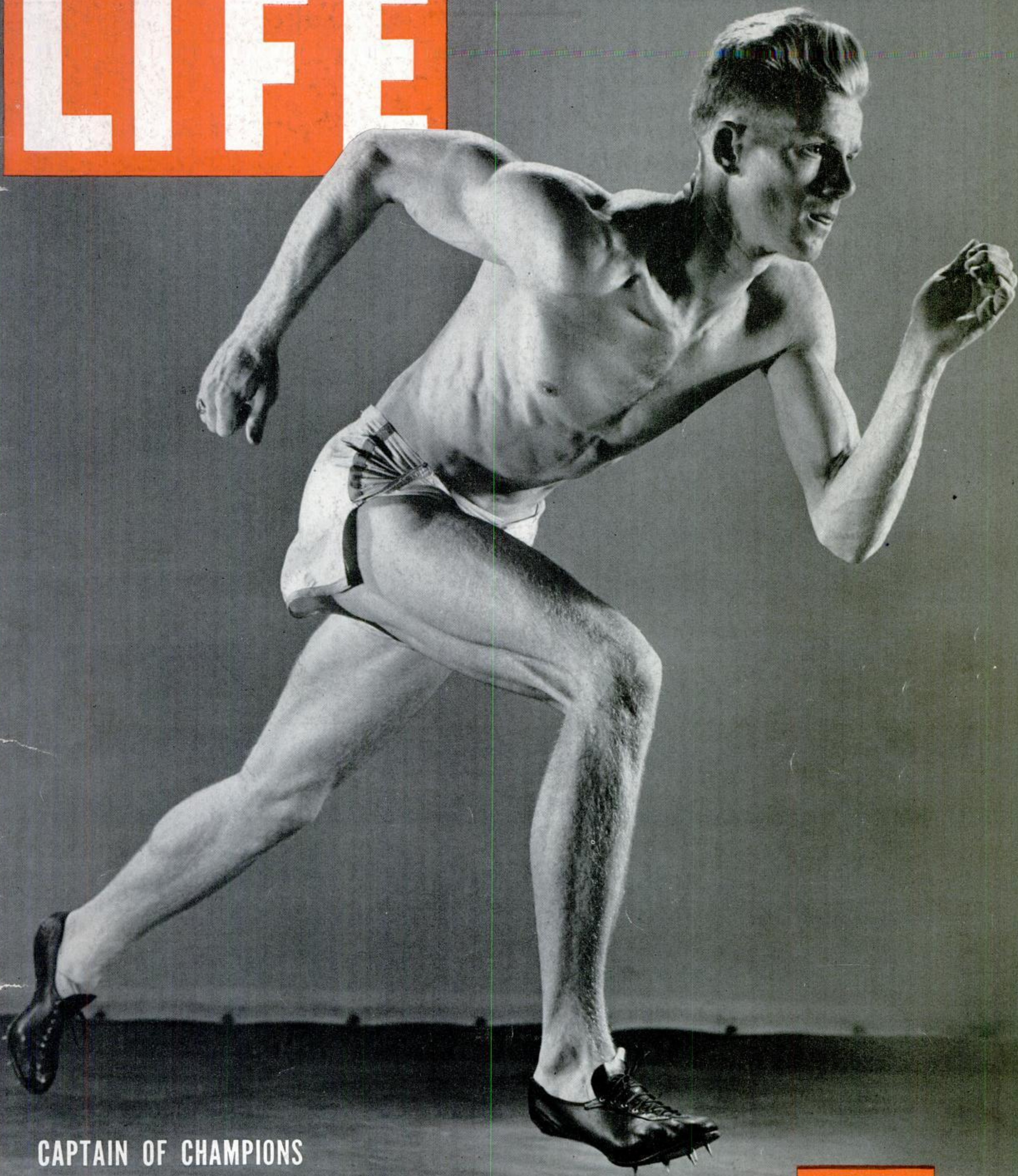


LIFE



CAPTAIN OF CHAMPIONS

JUNE 19, 1939 **10** CENTS



THIS MONDAY NIGHT . . .

Tune in "Tune-Up Time" featuring Walter O'Keefe...Andre Kostelanetz' Orchestra... Kay Thompson Rhythm Singers . . . Columbia Broadcasting System, 7 P. M., E. S. T.; 6 P. M., C. S. T.; 9 P. M., M. S. T.; 8 P. M., P. S. T.

"I'll bet my badge, Colonel, she knows more about cars than you ever knew about horses..."

"You've got to hand it to the women these days, Colonel. They know as much about cars as the men do."

"Why, only yesterday my wife told me to buy a different kind of gasoline. Seems she had read somewhere that every car has three grades of performance, depending on the gas you use."

WHAT the Sheriff's wife read were the *facts* that the men who sell and service automobiles want you to know. Here they are:

Under the hood of the modern automobile is a device...the spark adjustment...that *controls* performance. The closer your motor service man can advance your spark to the point of top performance, the more power and mileage you get.

But if he advances it any farther than the anti-knock quality of the gasoline in the tank permits, the engine will "knock" or "ping"—which means *loss* of power and economy.

Since there are different grades of gasoline sold today, your car has different grades of performance as shown on the chart at the right.

Do you know what oil companies are doing to make cars run better?

Oil companies the world over are now using tetraethyl lead to improve the anti-knock quality of their gasolines. This enables car-owners to take advantage of the higher compression engines built by the automobile industry in recent years.

Tetraethyl lead is a liquid that mixes with and improves gasoline. It raises the anti-knock quality of any motor fuel. It is the active ingredient of the anti-knock fluids made by Ethyl Gasoline Corporation, New York. **Buy "leaded" gasoline.**



YOU HAVE THESE 3 CHOICES OF CAR PERFORMANCE



BEST PERFORMANCE—with gasoline marked "Ethyl" on the pump or globe. It is highest in anti-knock and all-round quality. Contains enough tetraethyl lead so that your engine's spark can be *advanced* closest to the point of maximum power and economy without "knock" or "ping."



GOOD PERFORMANCE—with "regular" gasoline, which permits the spark to be considerably advanced without "knock" or "ping." Most "regular" gasolines now contain tetraethyl lead, as shown by the "Lead" signs on the pumps.

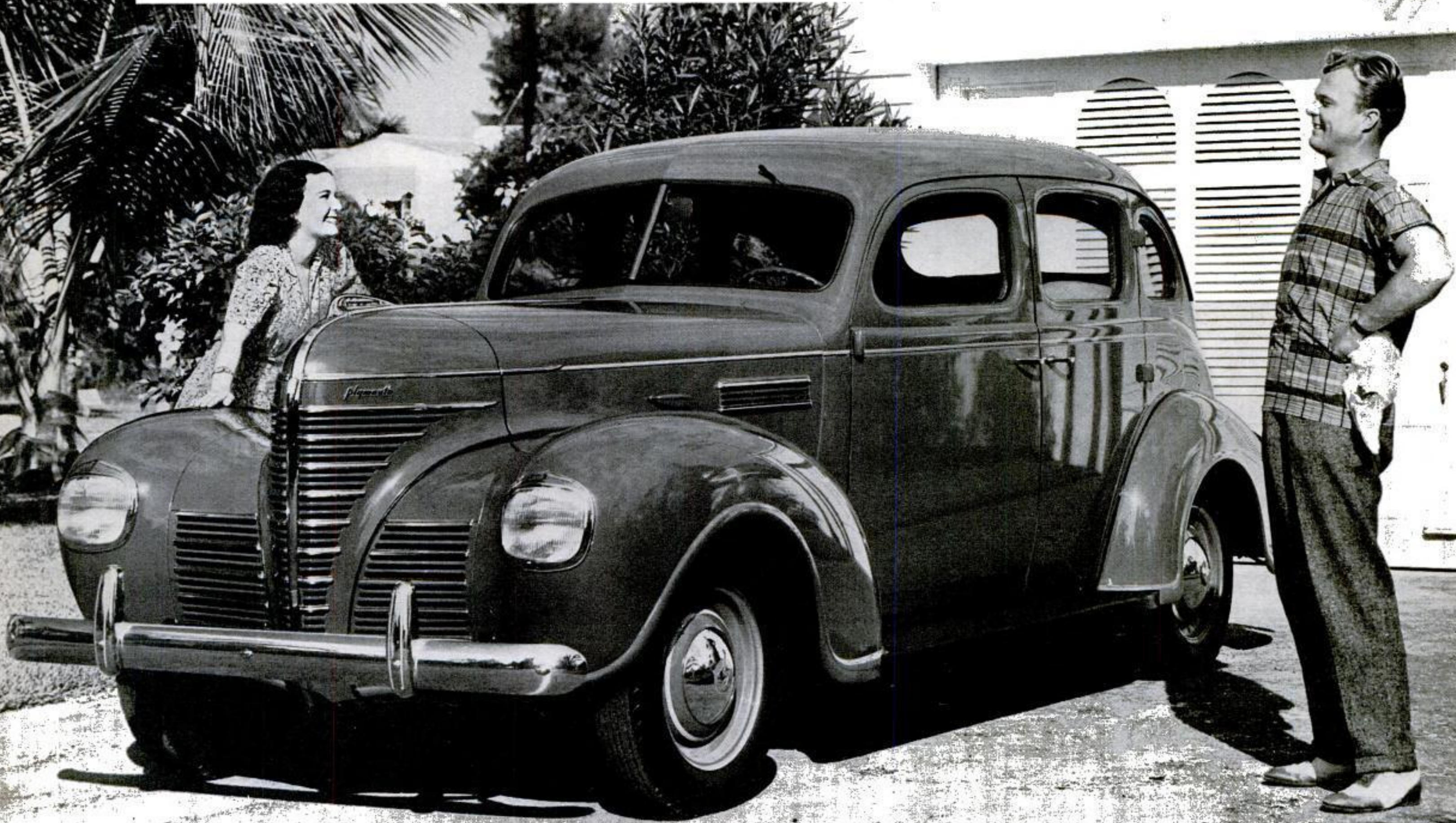


POOR PERFORMANCE—with low-grade gasoline, poor in anti-knock quality. With low-grade gasoline in a modern car, the engine's spark must be *retarded*—which means *loss* of power and economy.

COPYRIGHT 1939 ETHYL GASOLINE CORPORATION

ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline

Plymouth Owners are the Proudest Folks in Town!



Beautiful New Plymouth is Talked about Everywhere as the Most for Low Price!

THIS 1939 PLYMOUTH has everything to inspire a happy pride of ownership — big size, fresh modern styling, luxury and outstanding quality!

And Plymouth's marvelous new ride is winning thousands...for it has the *smoothness* of Amola Steel coil springs...the *handling ease* of True-Steady steering...the *safety* of time-proven hydraulic brakes!

➤ Of the leading low-priced cars, Plymouth is biggest—5 inches longer than one; 6 inches longer than the other!

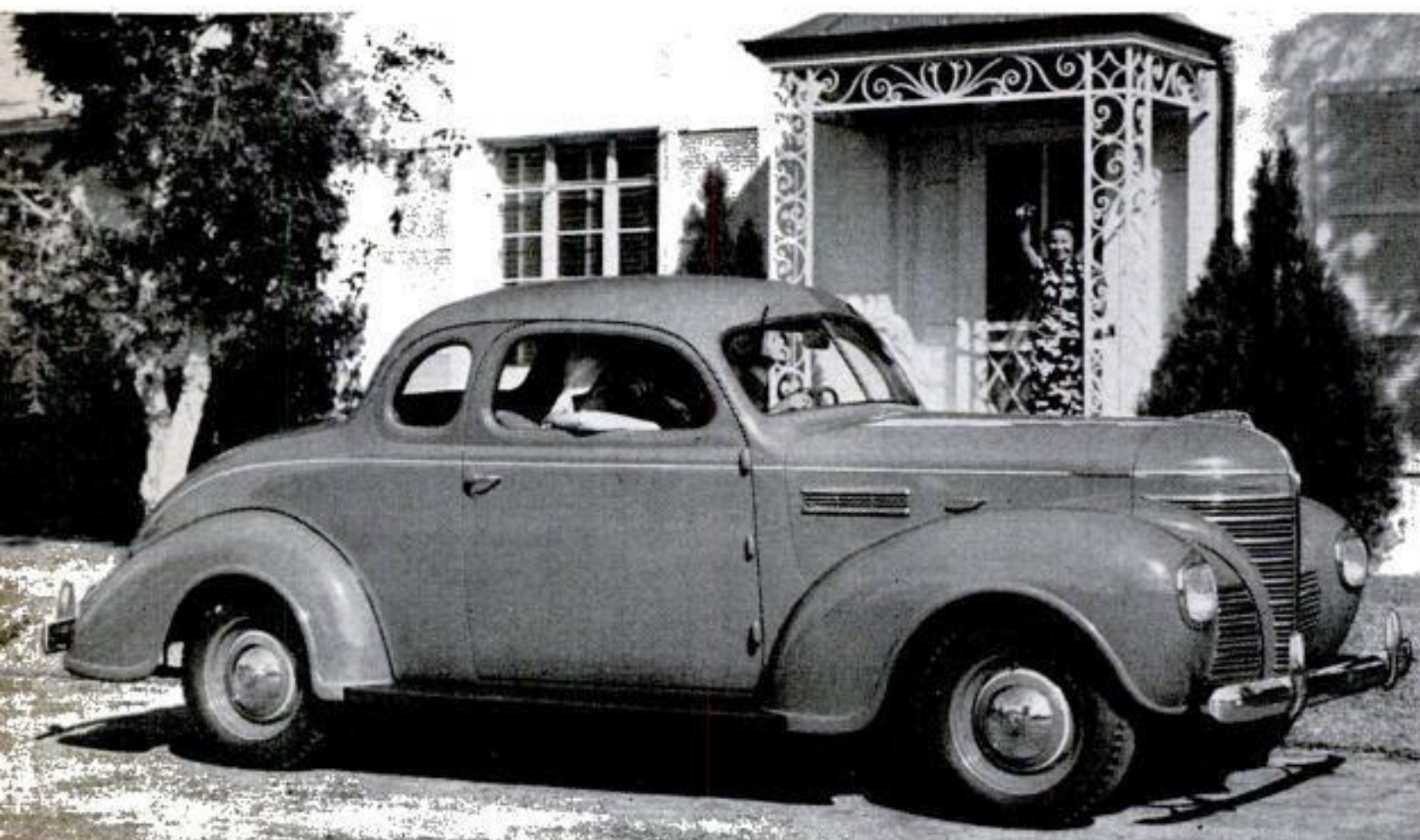
➤ The only low-priced car with independent coil springs standard on all models.

➤ Plymouth alone of "All Three" low-priced cars has the steering-post gear shift

on "De Luxe" models at *no extra cost*.

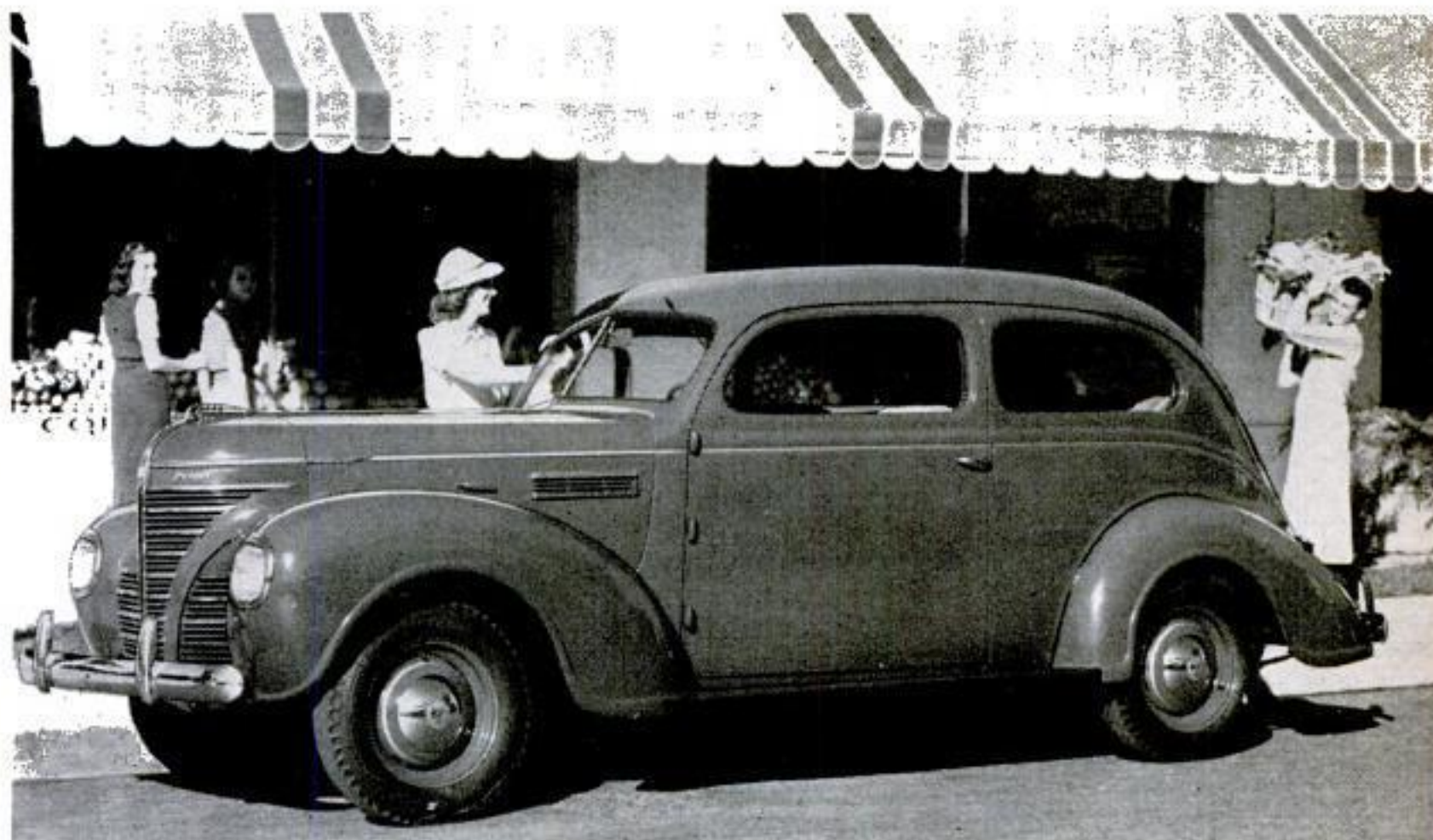
➤ Plymouth is the only leading low-priced car with a Safety-Steel body *rust-proofed* to preserve its beauty.

➤ All Plymouth models have the big, 6-cylinder "L-head" engine, giving full-powered performance *plus* great economy.



**THIS \$645
COUPE**

—DELIVERED IN DETROIT. Plymouth prices include all federal taxes. State, local taxes, if any, and transportation not included. Before you buy *any* car, see what Plymouth gives you—in luxury, handling ease and great engineering features.



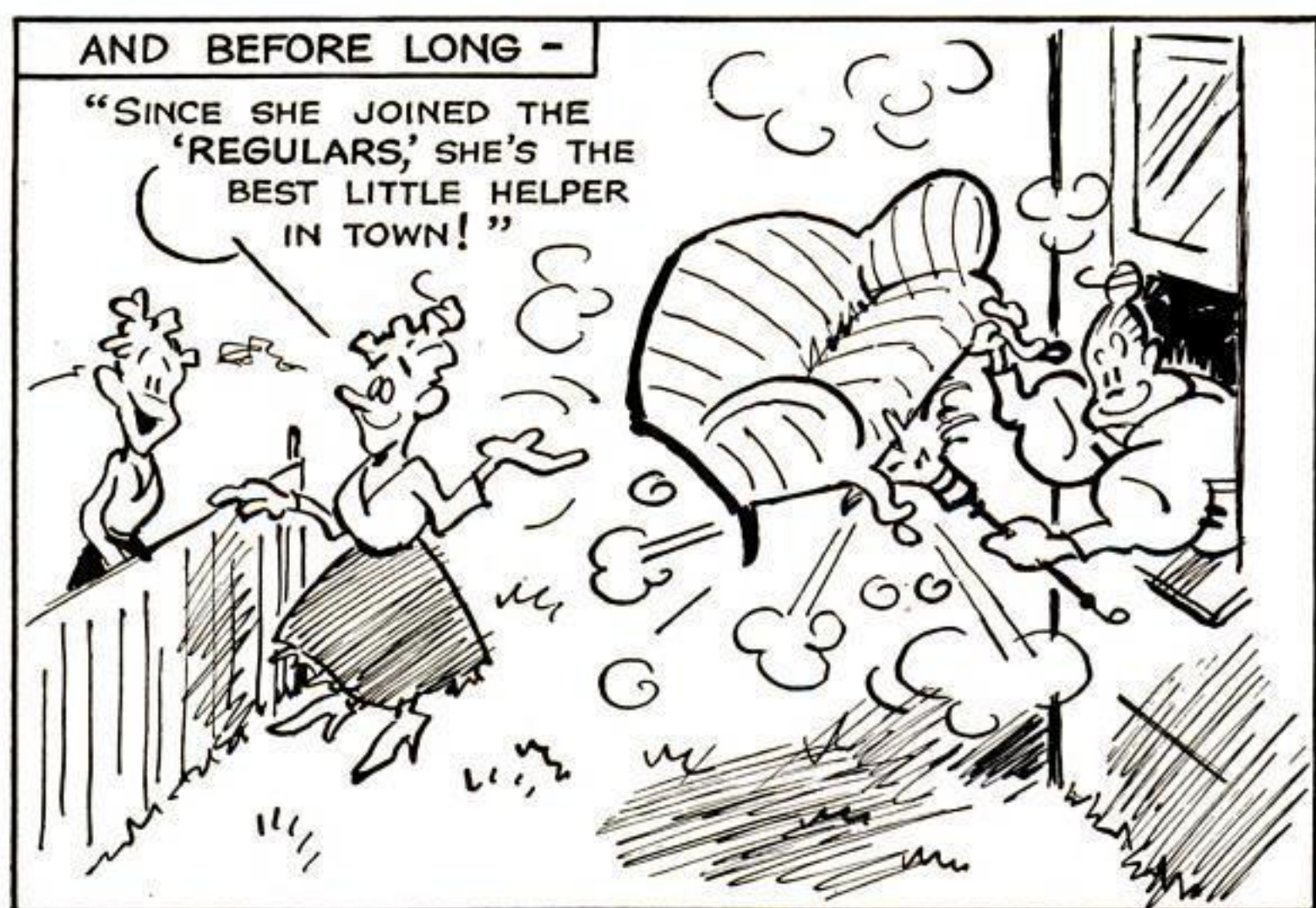
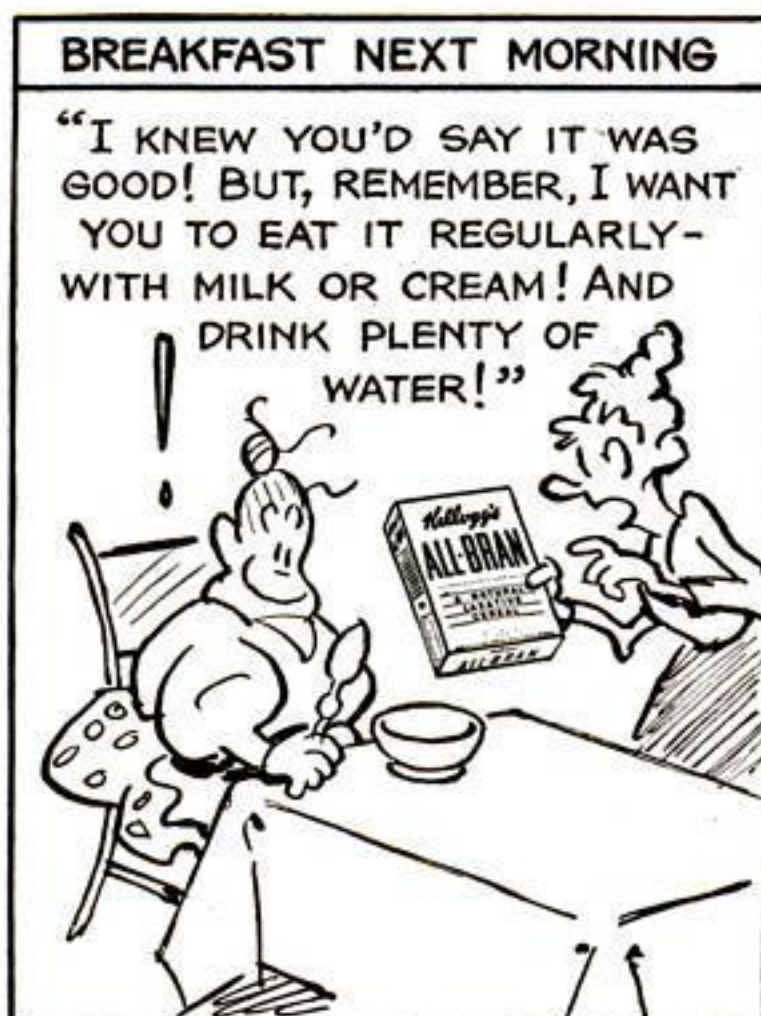
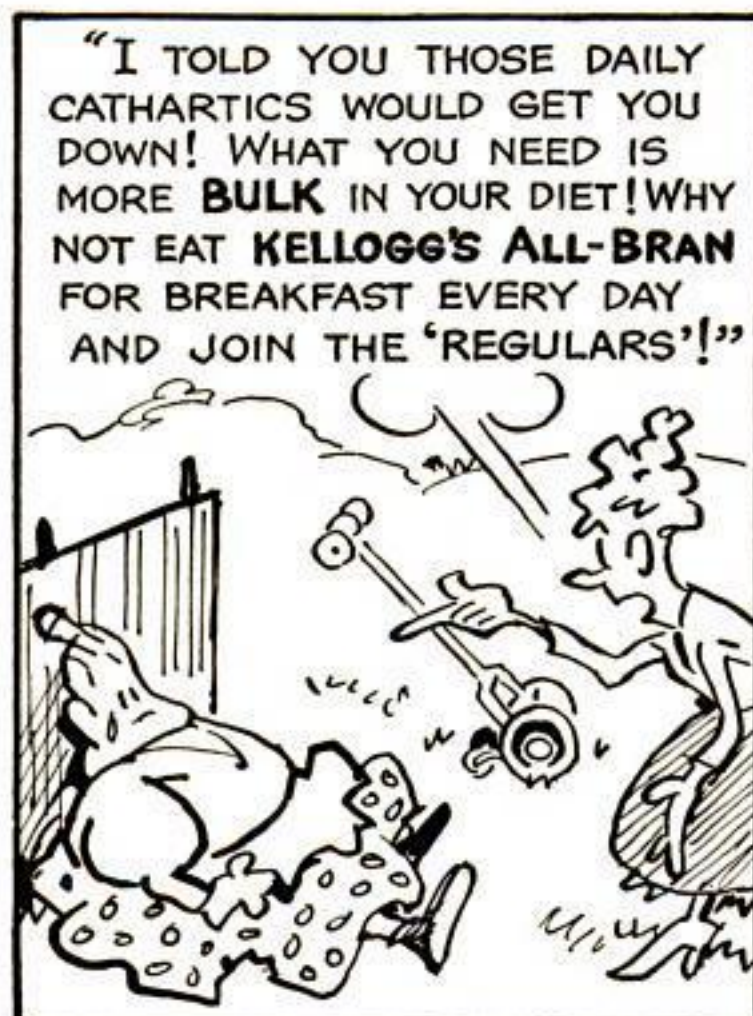
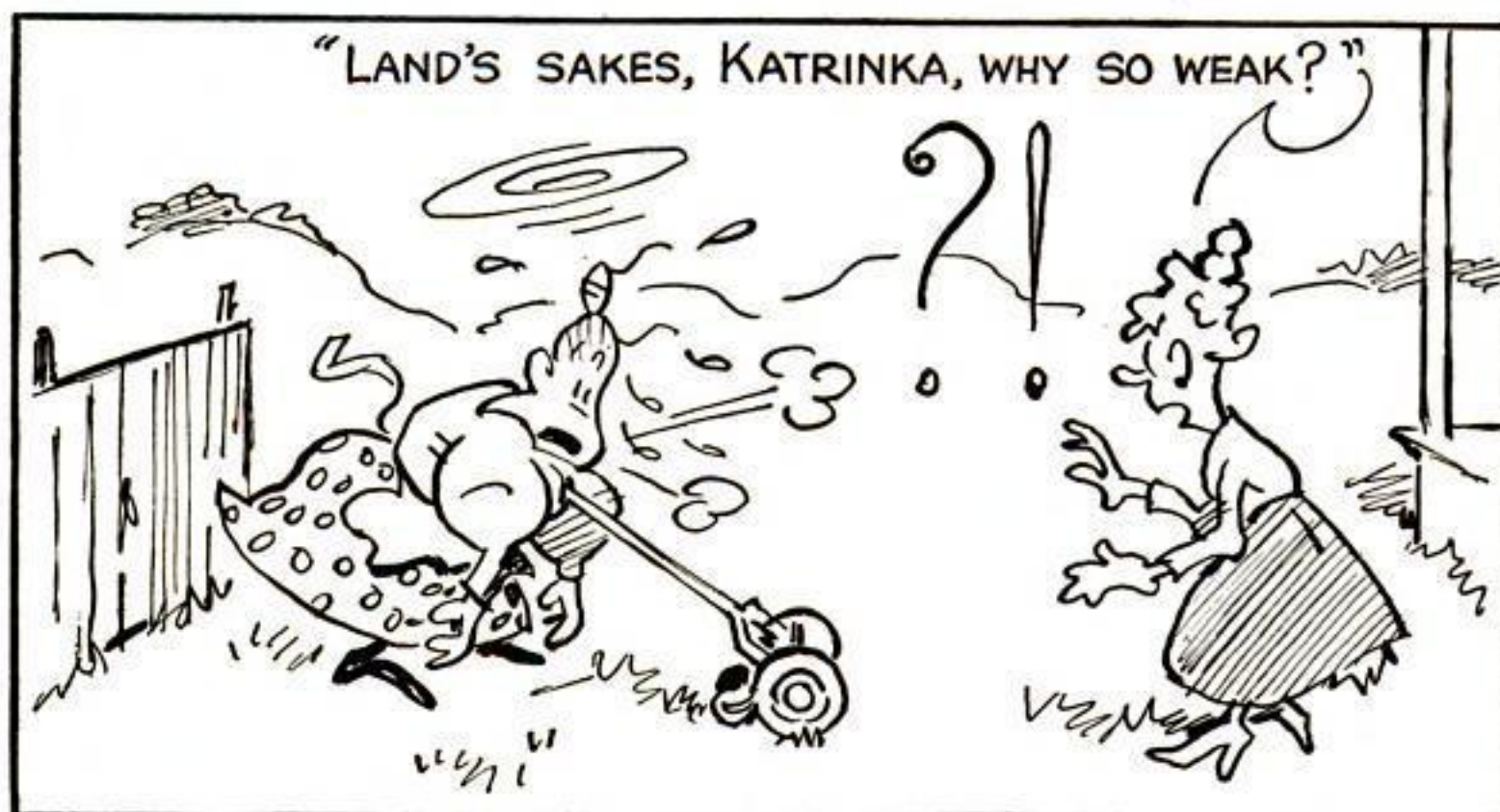
**THIS \$685
SEDAN**

—DELIVERED IN DETROIT. You'll find your present car will probably represent a large proportion of Plymouth's low delivered price...balance in low monthly instalments. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"
THE "DE LUXE"

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IS there a better way to correct constipation than bearing it first and trying to cure it later? There is, if it's the common kind due to lack of "bulk" in the diet. Get at the cause and prevent the trouble with a crisp, crunchy cereal—Kellogg's All-Bran. Eat it daily and drink plenty of water. Made by Kellogg's in Battle Creek. Sold by all grocers.

Join the "Regulars" with
KELLOGG'S ALL-BRAN

LETTERS TO THE EDITORS

Don't Name Her Junior

Sirs:

I want to know if "Cobina Wright Jr." (LIFE, May 29) is actually her name or if you have merely used the term "Jr." to distinguish between her and her mother. I am expecting my first baby in less than two weeks and am anxious to know if it is legally and socially correct to name a girl for her mother, adding the title of Junior. It seems that Junior is universally taken to refer to the male sex. Webster says "a younger person—one of a lower and later standing" with no mention of sex. Don't forget the stork waits for no man—not excluding LIFE's editors.

EDWINA BLANK WORTH
Philadelphia, Pa.

● LIFE advised Mrs. Worth to name her daughter Edwina without any "Junior." The use of "Junior" by a girl is very unusual. Cobina Wright Jr. uses it for convenience since her mother is known by the same name and both are prominent. Emily Post views the usage with alarm because "Junior sounds masculine," prefers "Yr." meaning "the younger."—ED.

Cobina

Sirs:

Oh Boy! I'll say Cobina is the "most" girl. She's the "most" beautiful girl LIFE has ever pictured. She's got Brenda beat a mile.

GARY GOODSON
Omaha, Neb.

Sirs:

Gosh all hemlock that Cobina Wright Jr. gal shore is purty as all get out.

EUGENE E. CONNOLLY
Brooklyn, N. Y.

Sirs:

The college boys can have Madeleine Carroll. Today we met Cobina.

Company 915, CCC
Three Rivers, Calif.



NAPOLEON FRANCO

Little Generals

Sirs:

I question your statement (LIFE, May 29) that General Franco's height of 5 ft.

3½ in. would make him "a good three inches shorter than Napoleon."

Quoting from a description of the physical Napoleon, by his secretary Men-
eval: "Napoleon was of mediocre stature (about 5 ft. 2 in.)."—And add to this one perhaps better known by Thiers, following an inspection of Napoleon's corpse: "From the measures taken and the exact description made of the body, it appears that Napoleon was 5 ft. 2 in."

ALMA P. PELLACANI
Riverdale, N. Y.

● The physician who attended Napoleon at his death said that he was "about five feet, two inches and four lines." But as Francesco Antommarchi points out in his *Last Days of Napoleon*, the doctor was using the old French system of measurements in which the foot was longer than the modern English foot. Translated into English measurements, this makes Napoleon 5 ft. 6 and 22/45 in.—ED.

Voice from the Past

Sirs:

I have just read in your issue of May 15 an article about the Panama Canal where my name is mentioned.



PHILIPPE BUNAU-VARILLA

It is associated with epithets which are not flattering:

"Lobbyist Bunau-Varilla" (page 48), and "Philippe Bunau-Varilla, French Adventurer" (page 47).

Just after reading your article I saw in the journal of the London "Society of Arts" the following words which very well apply to the preceding quotations:

"Don't be a pioneer; it is the early Christian who is got by the Lion. The safest mountain paths are those followed by mules and asses. Tread them."

I have refused to tread the paths of mules and asses.

The magnificent works of the old Panama Company which in the greater part were accomplished by me, ensured the glorious completions of the works.

I devoted my life to this noble task and after the collapse, of purely financial origin, I turned toward the U. S. in 1901.

I have succeeded, thanks to men like Dawes, Herrick, Hanna who also refused

(continued on p. 4)

YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 E. 22nd Street, Chicago, Illinois.

Effective _____ my mailing address for LIFE will be:

DATE _____

NEW ADDRESS → Name _____ PLEASE PRINT

Address _____

City _____ State _____

OLD ADDRESS → Address _____

City _____ State _____

**NO. 1
AROUND THE
WORLD WITH
LOCKHEED**

The Newest, Fastest Transcontinental Airline



Luxurious transports will speed these Montreal passengers to Vancouver in relaxing comfort. Perhaps few of them will be aware of the thrilling story of modern pioneering responsible for Trans-Canada Air Lines (T.C.A.), the newest and fastest transcontinental service.

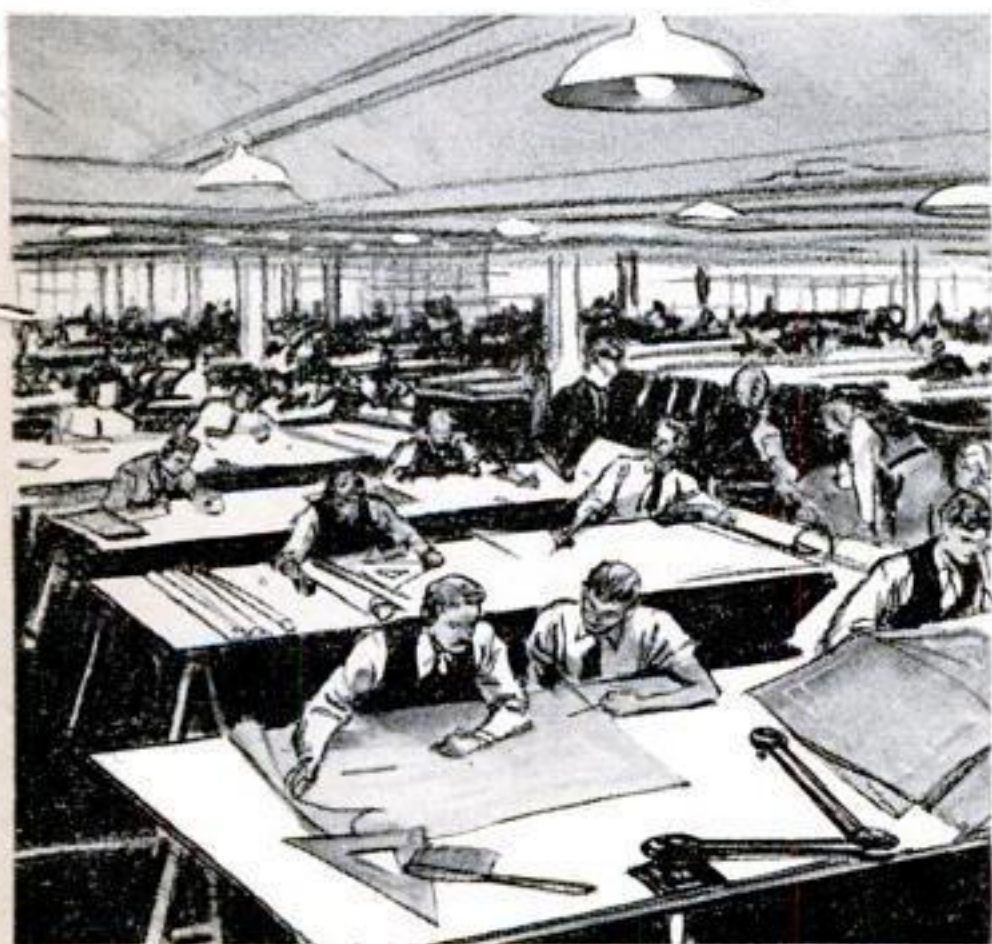


Actually made-to-order, T.C.A. was created by Parliament in 1937. Arduous labor blazed the trail. Airports were hewn from virgin forests... endless survey flights made... up-to-the-minute ground and air equipment installed... personnel carefully trained. Today you can fly from Vancouver to Montreal, 2411 miles, in 14 flying hours—via one of the world's finest airlines.

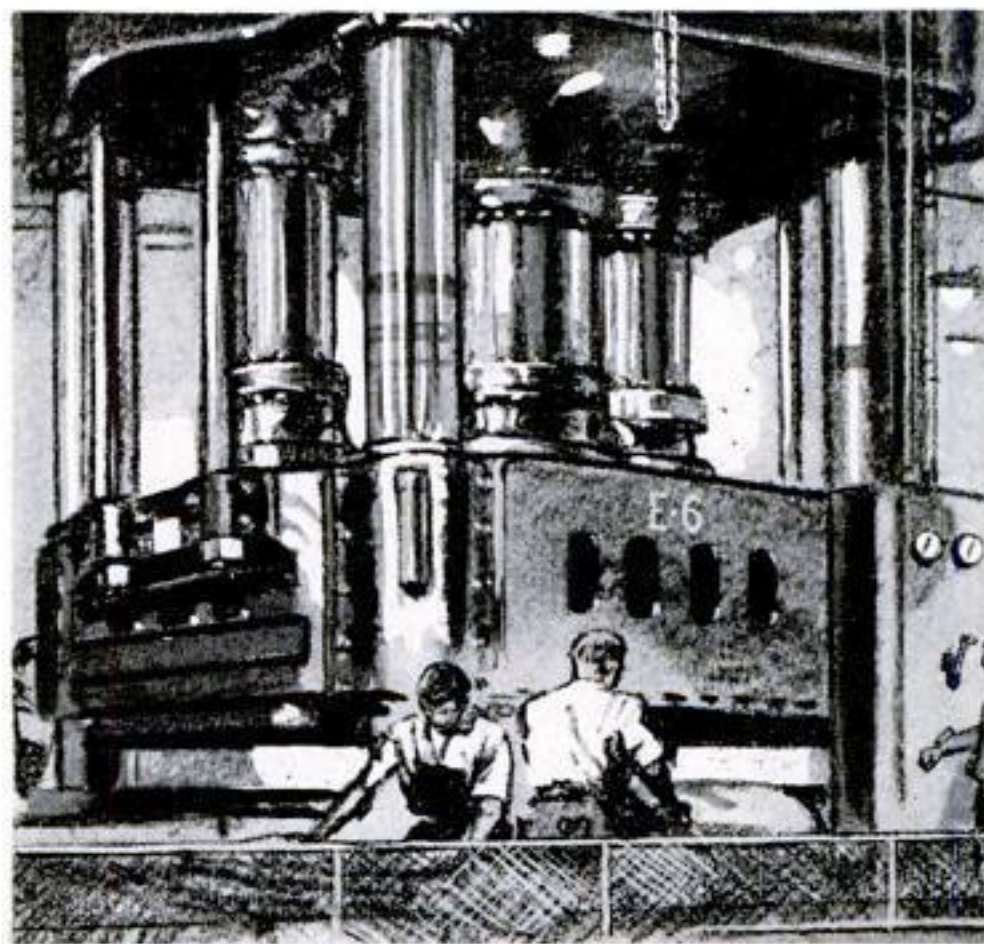


As a passenger, you would see gorgeous northwest panoramas... enjoy the exhilarating power and freedom of air transportation... realize the great undertaking required to provide this modern, comfortable service... appreciate Trans-Canada's choice of Lockheed airplanes.

... and why Trans-Canada chooses Lockheeds



Performance with dependability was the chief concern—passenger comfort, cargo capacity, surplus power, long range were also important in selecting T.C.A. transports. The Lockheed engineering department collaborated with T.C.A. experts in providing every desired feature.



Accurate construction is just as important as careful engineering. Lockheed's large scale production utilizes modern precision machinery, assures accuracy. For example, in one eight-hour shift this giant hydro-press forms 5,000 metal parts with mathematical exactness.



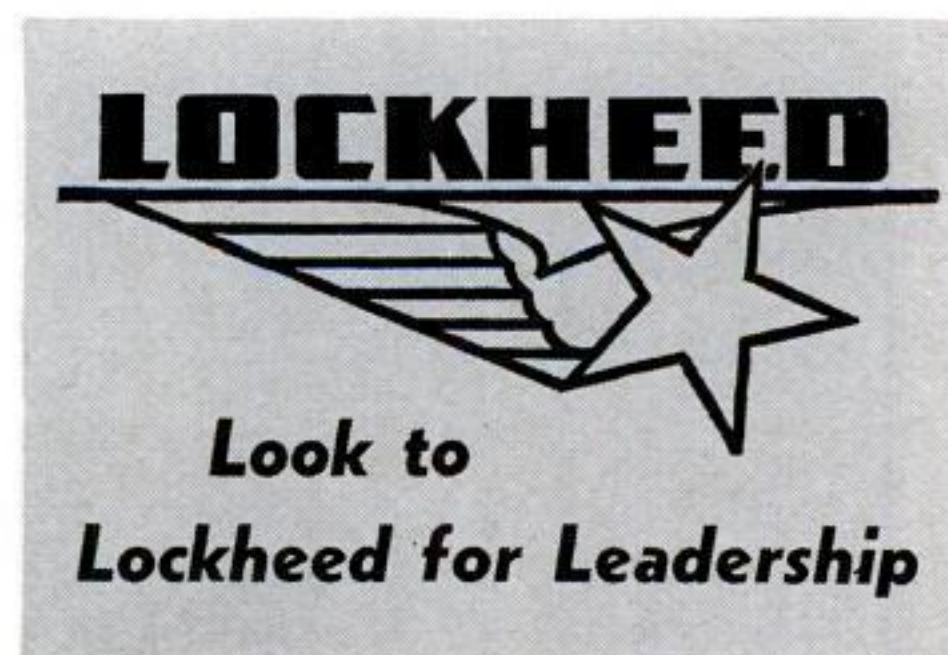
Today's production line includes another group of Lockheed airplanes for Trans-Canada Airlines. 300 of a similar type are being delivered to Great Britain and Australia. These orders reflect the efficiency of the famous Lockheed Electras and the advance designing of the Lockheed 14.

THE SAME CHOICE HAS BEEN MADE BY 28 AIRLINES

Throughout the world Lockheed airplanes are providing fast, dependable transportation. Nome to Juneau, Bandoeng to Sydney, London to Warsaw, Algiers to Madagascar... over all six continents, in equatorial heat and through arctic cold. Everywhere an increasing number of travelers prefer airlines flying Lockheed transports. Wherever you go—whenever you can—fly Lockheed!

LOCKHEED AIRCRAFT CORPORATION

BURBANK, CALIFORNIA • REPRESENTATIVES THROUGHOUT THE WORLD



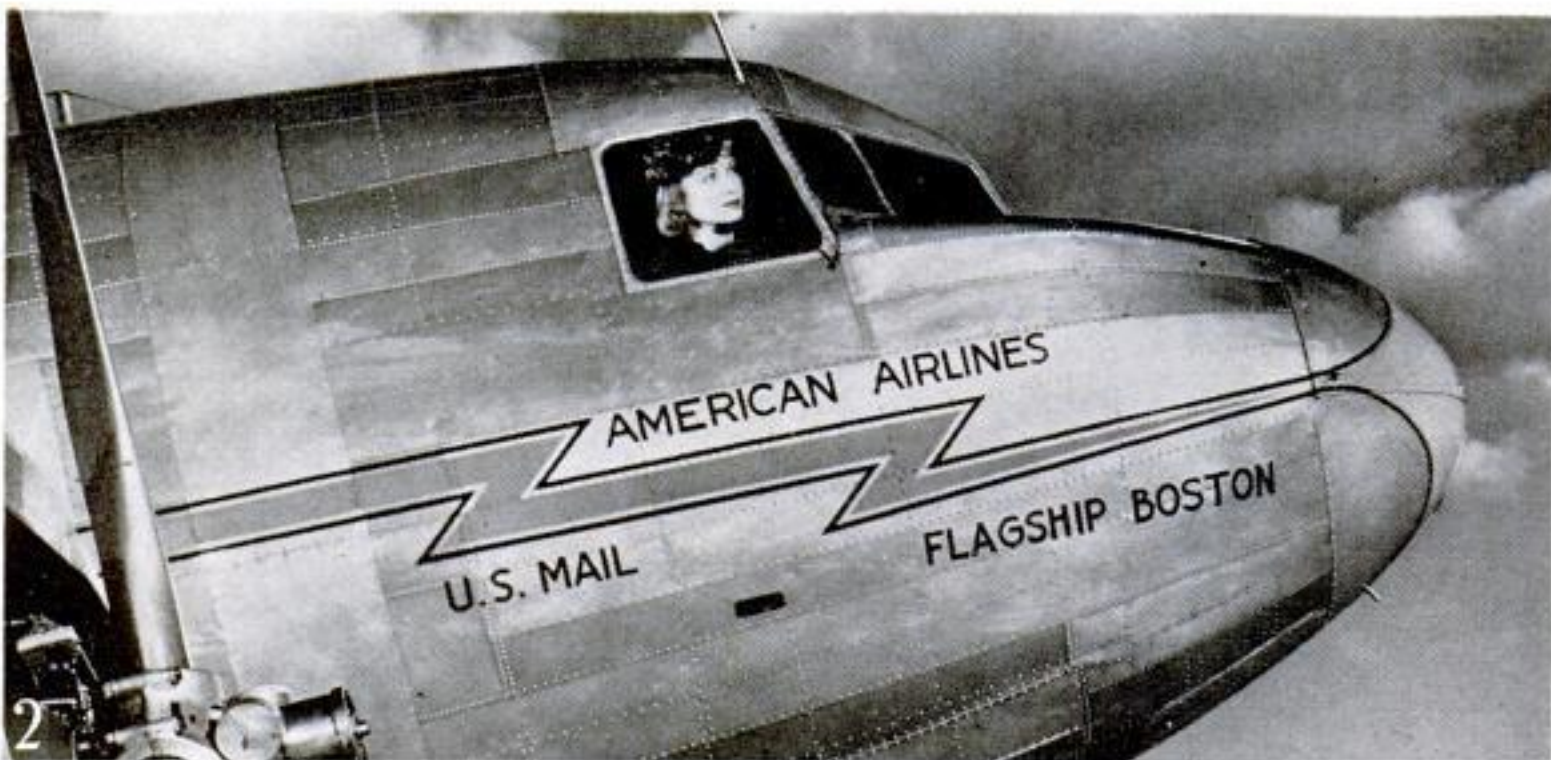
This One



QKDO-45H-83S7



June Lang, featured with Robert Kent in the New Universal picture, "For Love or Money", is posed looking...



...out from the pilot's seat of an American Airlines' "Flagship". American Airlines is the country's largest air transport company and relies on...



...Sinclair Pennsylvania Motor Oil exclusively for the safe, dependable lubrication of its fleet of 60 transport planes. In fact Sinclair supplies more than one fourth of all the oil used by major U. S. air lines. Why not...



...take a tip from the air lines and use Sinclair Pennsylvania Motor Oil in your car? It will save you money because it lasts and protects your engine. The next time your car needs oil, go to your nearby Sinclair Dealer. Ask him for Sinclair Pennsylvania.

LETTERS TO THE EDITORS (continued)

to follow the paths of mules and asses—that is the Nicaragua project—and adopted the Panama half-built Canal.

The great works which the American engineers found accomplished were characterized by Theodore Roosevelt on his return from the Isthmus:

"I wish to pay a tribute to the amount of work done by the French company under very difficult circumstances."

This testimony and the fact that I was entrusted with the mission of establishing and of signing the treaty of concession to the United States of the precious Canal Zone, which makes your great nation the master of Eastern Pacific, makes me very indifferent to the false epithets of "Lobbyist," which I never was, and of "adventurer" which I never was either unless you call adventurer a man who sacrifices his time, his money and his scientific capacities to the glory of his nation and to the service of her great friend the United States, not to speak of the little Republic of Panama which he preserved from the decadence where the Isthmus would have fallen if the Nicaragua Canal had been adopted.

P. BUNAU-VARILLA

Paris, France

● LIFE's thanks to Pioneer Bunau-Varilla for a first-hand account of his side of this old controversy.—ED.

Hyde Park

Sirs:

LIFE, May 29, showed us our President as a man, perhaps our next-door neighbor, and Mrs. Roosevelt as the lady we talk to over the fence every morning. It did not have to present pictures of these beloved folks—the interior of their Hyde Park home reflected them as "you and I." Too many pictures on the wall—knickknacks that are of no value to anyone but their owner (china objects) and nice, comfortable furniture—the kind you can put your feet on. Thanks for showing us—not Mr. & Mrs. President in formal attire—but warm humans like our Aunt Nellie and Uncle Frank—so that we may remember Mr. & Mrs. President are one of us.

JANET LINDAUER GREENBERG

Philadelphia, Pa.



HYDE PARK FLY SWATTER

Sirs:

LIFE forgot to mention (or did not notice) in its witty criticisms of the interior decorations at Hyde Park, a fly swatter, prominently displayed nailed to the wall in the right-hand corner of the Presidential bedroom.

GAY CHAMBERS

Kingston, N.Y.

Sirs:

In the article about Hyde Park there was a picture on the President's dressing table of a dog telling a bee that he's "no sunflower." We each have the same picture on our dressing tables. We are best friends and both 11 years old. I guess all good Democrats have that picture because both our families are Democrats and the pictures were given to us by Democrats.

BARBARA MULLER

POLLY GILDERSLEEVE

Willowmere, Riverside, Conn.

Sirs:

The condition of the Hyde Park rooms is similar to that of the country after six and one-half years of Roosevelt govern-

ing and planning—general disorder and a pronounced state of confusion.

MRS. GERTRUDE F. SMITH
Topeka, Kan.

"Truest Likeness"

Sirs:

A special prize should go to LIFE for the excellent picture of Mrs. Roosevelt (issue of May 29) and to Mark Kauffman.

It is the truest likeness that I have seen. Mrs. R's beauty is from within and shows up when she is talking or listening to people, especially young people. It is a difficult thing to capture with a camera and seldom accomplished.

I have seen it, as have many others, as she talked, but I never saw it so well portrayed on paper.

CHALICE COYLE

Washington, D. C.

● Chalice Coyle is wife of David Cushman Coyle, engineer-economist whose writings have greatly influenced the President. Mark Kauffman, who took LIFE's cover picture of Mrs. Roosevelt, is a 17-year-old student of Vocational Photography in a Los Angeles High School.—ED.

Iranians and Aryans

Sirs:

In your article on the Wedding in Iran (LIFE, May 29) you say: "The Iranians are closely related to the ancient Jews." This must be so, for the giggling "socialites" pictured have big, hooked noses. Now "Iran" is practically the same word as "Aryan" and derived from the same Sanskrit root. Can it be (I shudder at the thought) that a true Aryan is somehow also related to the ancient Jews?

WILLIAM DAMESHEK, M.D.

Boston, Mass.

● Neither Jews nor Iranians have any monopoly on big, hooked noses, common to most Near Eastern peoples. "Aryan" is a language name, and no indication of race. But Jews and Iranians both stem from the same basic brunet Mediterranean stock.—ED.

Invisible Wastebasket

Sirs:

S. C. Johnson & Son's employees who use the desks in our new office, Frank Lloyd Wright who designed them, and Metal Office Furniture Company who made them thank Mr. Watson of Toronto (LIFE, May 29) for not seeing any wastebaskets.

They are hung on the desks, where they are not seen, where they do not interfere with waxing the floor and where they are easier to hit with the mistakes (rare) the girls make.

Come see us, Mr. Watson. As fellow mistake-makers of greatly varying de-



INVISIBLE WASTEBASKET

grees (you had three in your rendition of the fifteen letters of our rather simple corporate name), we'll get along fine. Couldn't resist that dirty dig but we are serious about the invitation.

J. R. RAMSEY, General Manager
S. C. Johnson & Son, Inc.
Racine, Wis.



For a reproduction of the original painting in this advertisement, without advertising, write to Dept. L.F., Seagram-Distillers Corp., Chrysler Building, New York City

“THAT’S MY DAD”

EVERY father gets a warm feeling around his heart when he hears his son say “That’s my Dad”.

The spirit behind his words is so revealing—the look in his eyes and the tone in his voice—when he says “That’s my Dad”. In his boyish way he is proudly saluting his hero—the pal he adores and admires.

It’s a real responsibility to have a youngster say “That’s my Dad”. It calls for understanding and thoughtful control. It calls

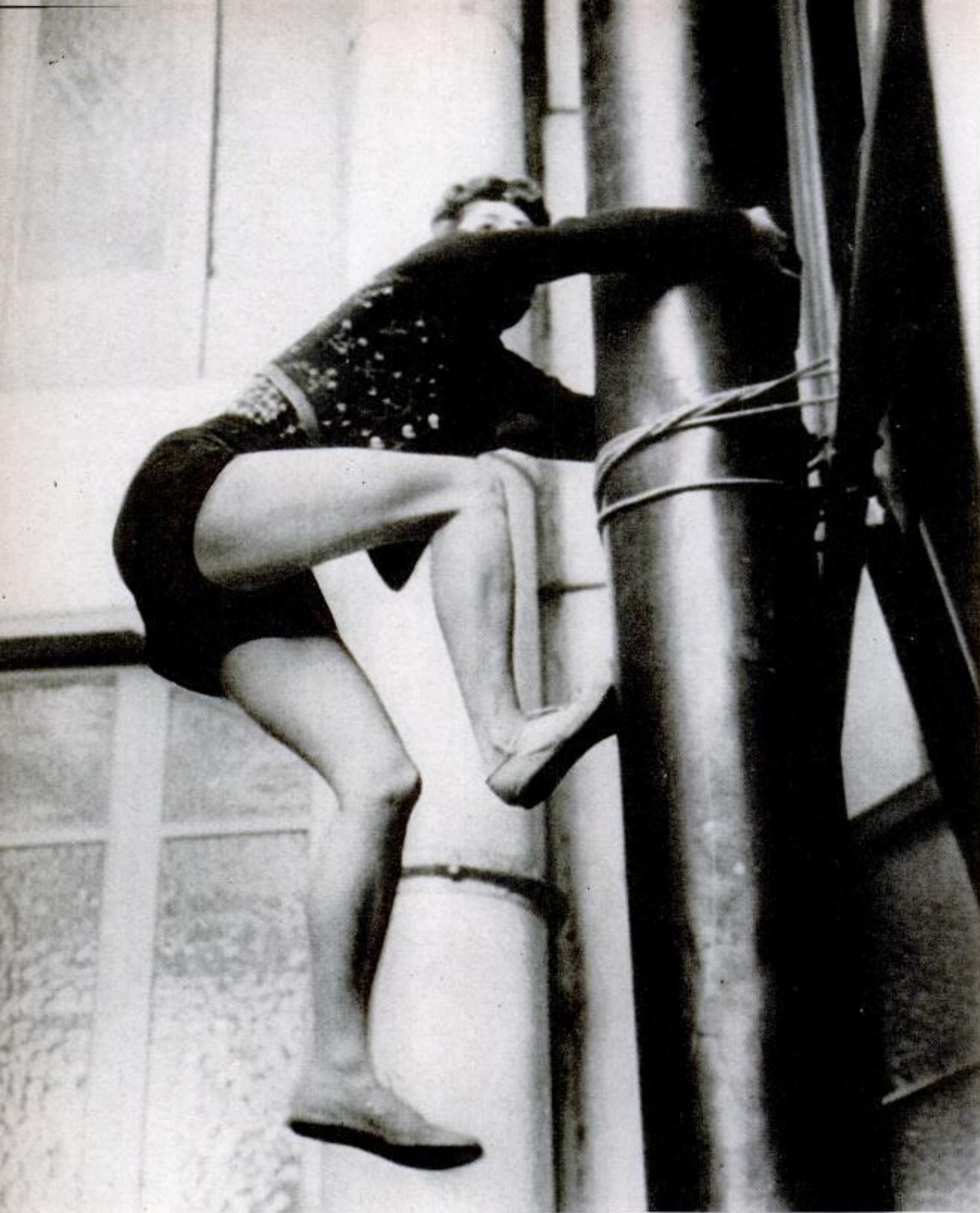
for moderation. When a boy discovers for the first time that his father—his own Dad—has been using liquor unwisely—immoderately—something fine between them may be lost.

The House of Seagram selects “Father’s Day” as an appropriate time to repeat the viewpoint we have expressed so often in the past five years—“Fine whiskey is a luxury, one of the pleasures of life to be enjoyed *only* in moderation—*never* at the sacrifice of another person’s happiness.”

THE HOUSE OF SEAGRAM
Fine Whiskies Since 1857

Copr. 1939, Seagram-Distillers Corp. Offices, N. Y.

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Climbing a "coconut palm," in the form of a drainpipe covered with linoleum, is like scaling perpendicular rocks. Below: a girl negotiates a "mountain crevasse" made of boards.

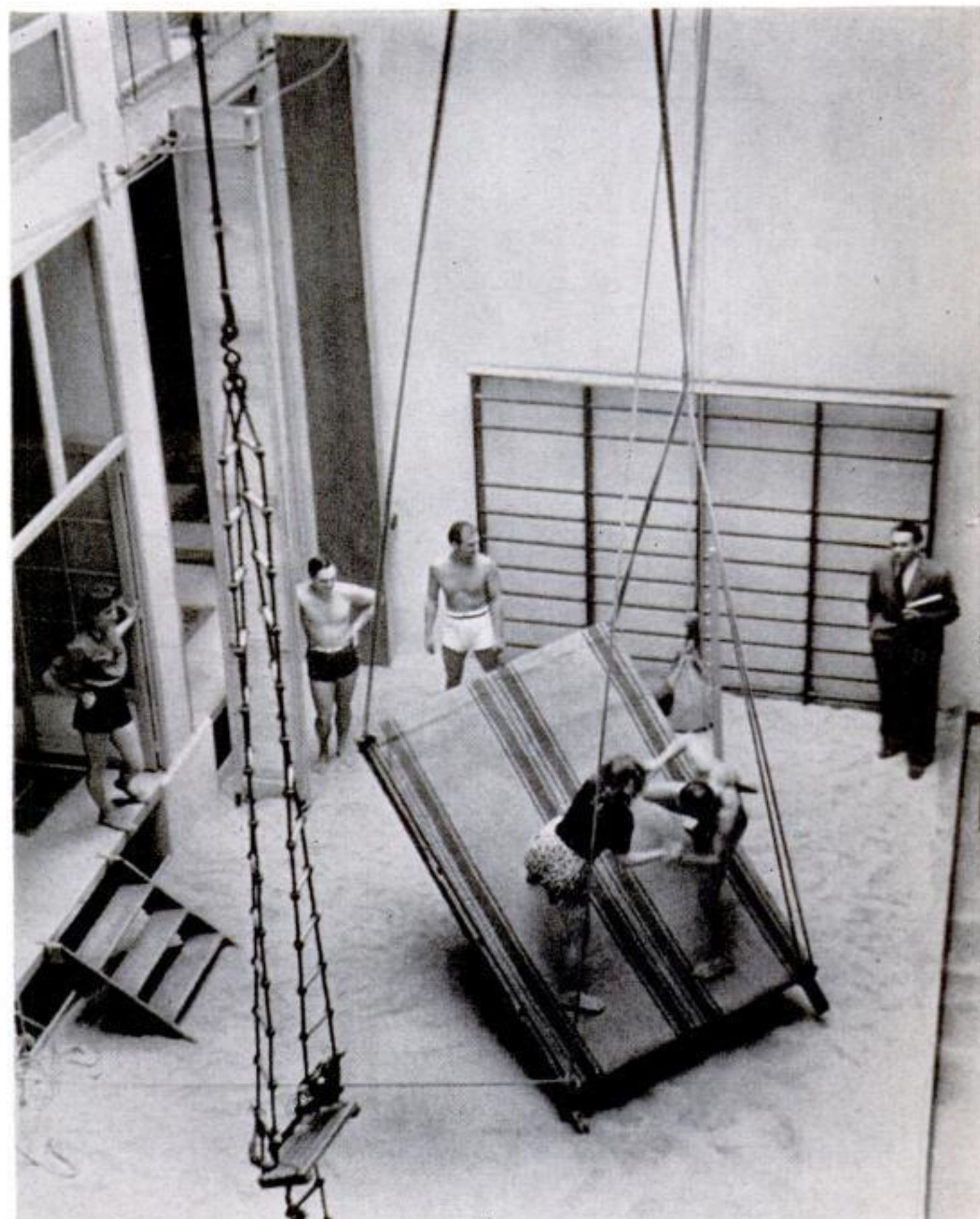


SPEAKING OF PICTURES PARISIANS LEARN TO CLIMB MOUNTAINS

If you imagine that the drainpipe running down the side of your house is a slippery slope in the Rockies and that the top shelf of your living-room bookcase is a snowcapped peak in the Alps, you will begin to understand the seemingly insane antics of the people who are enjoying themselves so much in these pictures. They are Parisian mountain climbers. They belong to that hardy race of sportsmen who have been defying death for the fun of it since Sir Alfred Wills scaled the Wetterhorn in 1854. Just as golfers practice driving in indoor nets and putting on front-lawn greens, so these pretty girls and stocky men keep in training in the indoor "mountain-climbing" school of Dr. Pierre Madeuf.

For a Jungfrau they clamber up a precipitous drainpipe, covered with slippery linoleum (*left*). Instead of a jagged ridge on the Matterhorn, they clutch the staves of a barrel-like object that rolls along the floor (*right*). To develop a sense of balance they try to stand upright on a tilted platform suspended from the ceiling, which keeps swinging at crazy angles (*below*). Above the streets of Paris, they cross "ravines" by means of a rope strung between two buildings.

In another exercise the leg muscles are developed by placing the pupil's head through a table weighed down with two sandbags and having him trot around with it on his shoulders. By summertime these hardy pupils, fresh from a perilous winter spent scaling dizzy heights in their Paris wonderland, will be able to cope with the worst ice walls, chimneys, snowdrifts and wind-swept passes that the French Alps can offer.



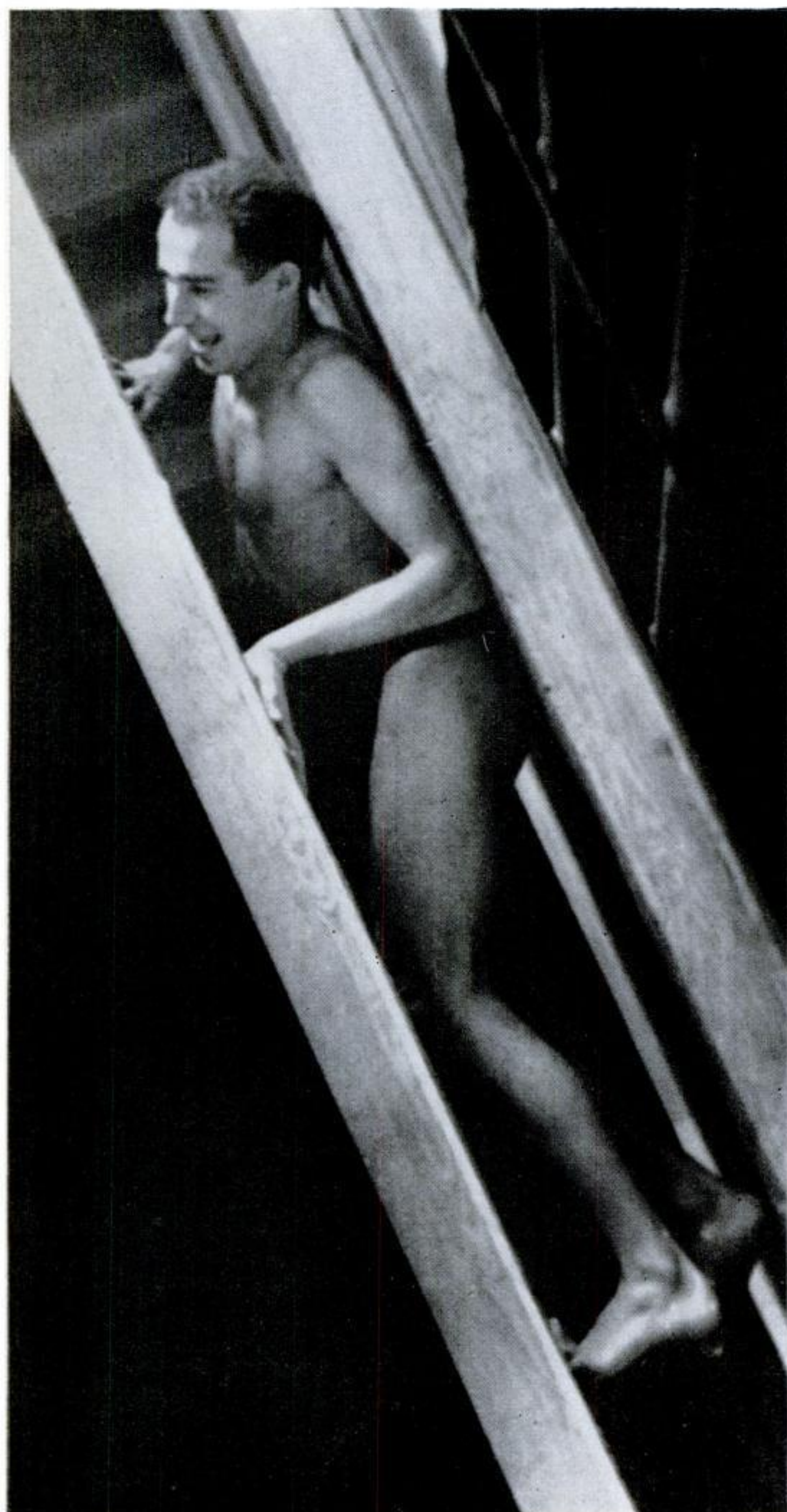
Equilibrium is developed by trying to stand upright on a swinging platform. Pupils climb rungs and walk along narrow ledge (*in background*) to accustom themselves to high places.



To attain suppleness of body and to strengthen the finger muscles, this pupil clutches the staves of a "rolling tunnel" to keep from spilling out. Other apparatus is specially

designed to develop the finger tips and abdominal, waist,

chest, ankle, hand and leg muscles. Mountaineering has become an increasingly popular sport in France since the War.

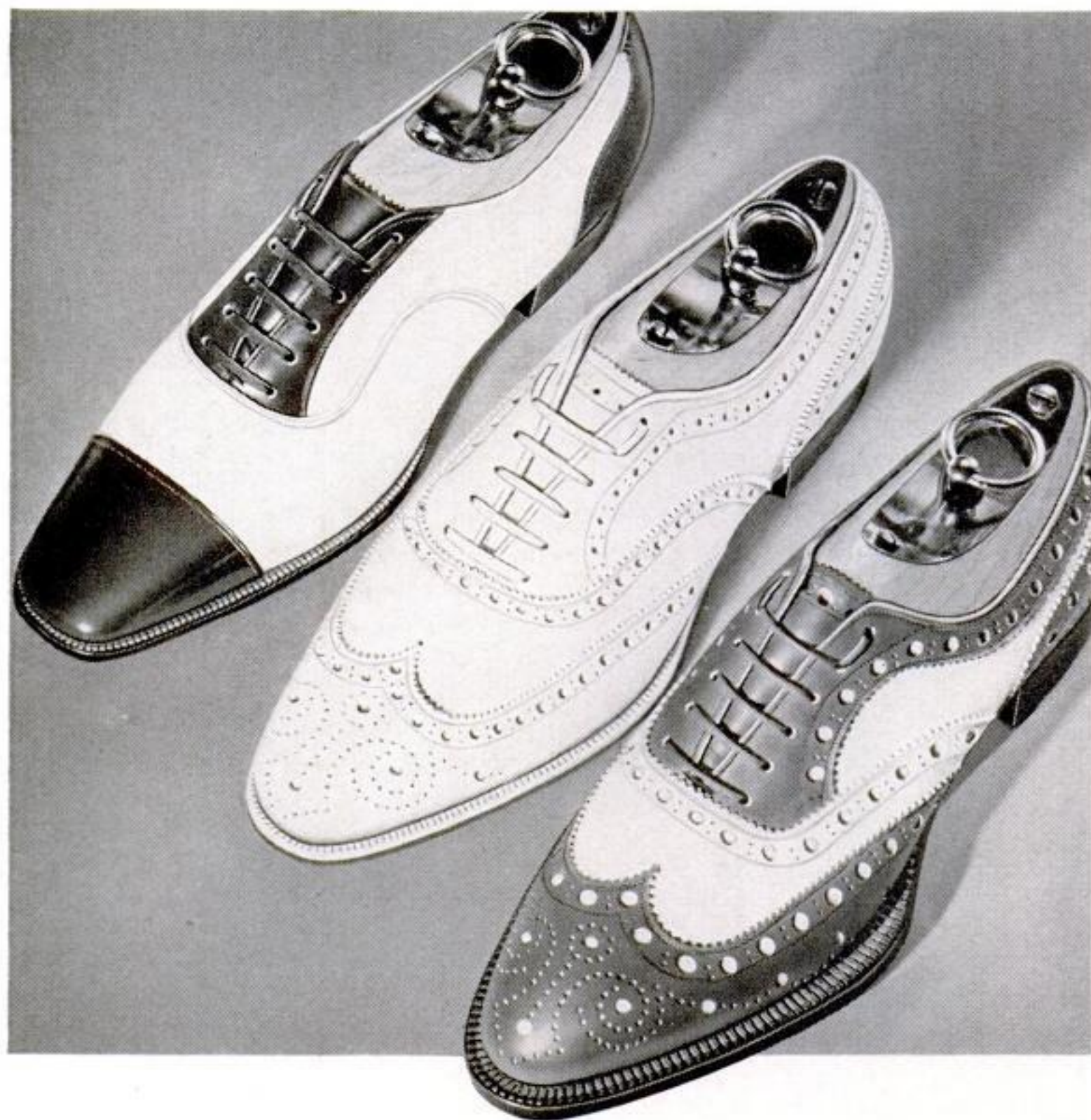


A narrow "crevasse," made of two parallel wooden boards, gives this pupil some difficulty. He must learn to pull himself up by moving his hands and feet in a crablike fashion.



Star pupils at Dr. Pierre Madeuf's mountain-climbing school illustrate how the sides of a steep "crevasse" should be gripped with hands and feet. Two of the men practice barefoot.

**THE GREATEST FLORSHEIM VALUES
IN 47 YEARS**



*Finest FLORSHEIMS Ever Fashioned
... Greatest VALUES Ever Offered!*

Not for one single season in 47 years has Florsheim felt satisfied to "let well enough alone." Constantly and consistently, for almost half a century, the Florsheim creed has called for better and still better shoes. That creed still carries on! And never have results rewarded buyers so richly as in Florsheim footwear for 1939. In these new Florsheims you will find faultless fit and finish, crowning craftsmanship and comfort, surpassing stamina and style... a bonus in value for every dollar of the price! Styles illustrated above, The RAMBLER, S-850, \$8.75; The DEARBORN, S-835, \$10; and The MAJOR, S-845, \$10.

\$8⁷⁵
SOME HIGHER

**THE
Florsheim
SHOE**

The Florsheim Shoe Company · Manufacturers · Chicago
Makers of Fine Shoes for Men and Women

SPEAKING OF PICTURES

(continued)



At the "top of the peak." Pupils practice climbing with their hands on a ladder made of shingles. Good mountaineer climbs with his hands as much as with his feet.

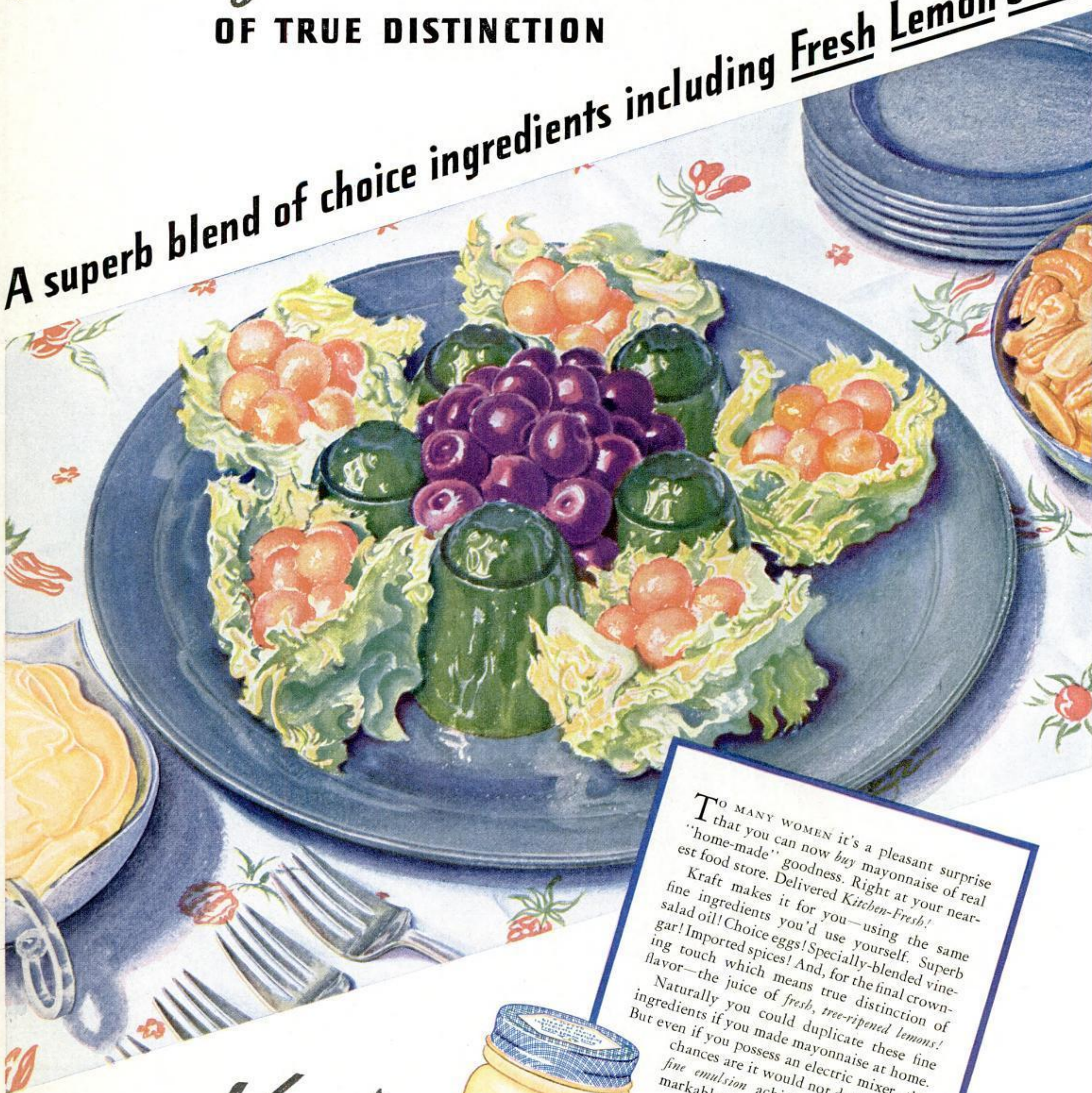


Weighed down by 65 lb. of equipment (equal to the weight of mountain boots, leggings and a heavy pack), this pupil runs around the roof to increase his endurance.

Mayonnaise

OF TRUE DISTINCTION

A superb blend of choice ingredients including Fresh Lemon Juice



TO MANY WOMEN it's a pleasant surprise that you can now buy mayonnaise of real "home-made" goodness. Right at your nearest food store. Delivered *Kitchen-Fresh!* Kraft makes it for you—using the same fine ingredients you'd use yourself. Superb salad oil! Choice eggs! Specially-blended vinegar! Imported spices! And, for the final crowning touch which means true distinction of flavor—the juice of fresh, tree-ripened lemons! Naturally you could duplicate these fine ingredients if you made mayonnaise at home. But even if you possess an electric mixer, the chances are it would not duplicate the fine emulsion achieved by Kraft's remarkable new patented blender. Order a jar of *Kitchen-Fresh* Kraft Mayonnaise and enjoy it on your very next salad.

BY *Kraft*



**"RUNNING IMPROVES
MY FIGURE?—
SILLY, IT'S JUST
MY JANTZEN!"**



Left: The **ZIP-IN**, a sparkling new Jantzen half-skirt model tailored in gorgeous "Velva-Lure", \$7.95. Skirtless model in "Satin-Knit", \$5.95. Other Jantzen models, \$4.95 to \$7.95.

Right: Tops in design, tailoring, fit and fabric is the new **STREAMLINER** in Suede-Sheen, luxuriously soft and rich. \$4.95. Other Jantzen trunks \$2.95 to \$4.95.

● Presenting the new Jantzen Glamour Fabrics

**VELVA-LURE ☆ SUEDE-SHEEN
SATIN-KNITS ☆ KNIT-IN PRINTS**

the most radiant stars of summer's bright stage. Their creation is unquestionably the outstanding swim suit news of the year. They are new, amazingly new. They were developed by Jantzen exclusively and are made only by Jantzen. Gorgeous textures have been developed in these luxurious Glamour Fabrics. Velva-Lure and Suede-Sheen are soft, gleaming, velvety; Satin-Knits are rich, radiant, lustrous; Knit-in-Prints, of vibrant color and gaiety. *The miracle of Lastex yarn* has been added for just the right amount of two-way stretch that holds the body in youthful sculptured lines. These astonishing tailored Jantzens with Positive Uplift give a new meaning to figure-control in a swim suit for women and set a new standard of trim athletic appearance for men. In the water and out they fit with wrinkle-defying perfection. See these new Jantzen Glamour Swim Suits at your

favorite shop or store. Note their rich sheen and beauty of texture. *Feel* their appealing softness. Test their amazing elasticity. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; Sydney, Australia; London, England.

Jantzen
MOLDED-FIT SWIM SUITS

JANTZEN KNITTING MILLS, Dept. 281, Portland, Oregon.

Send me style folder in colors, featuring new 1939 models.

Women's ☐ Men's ☐

Name

Street City

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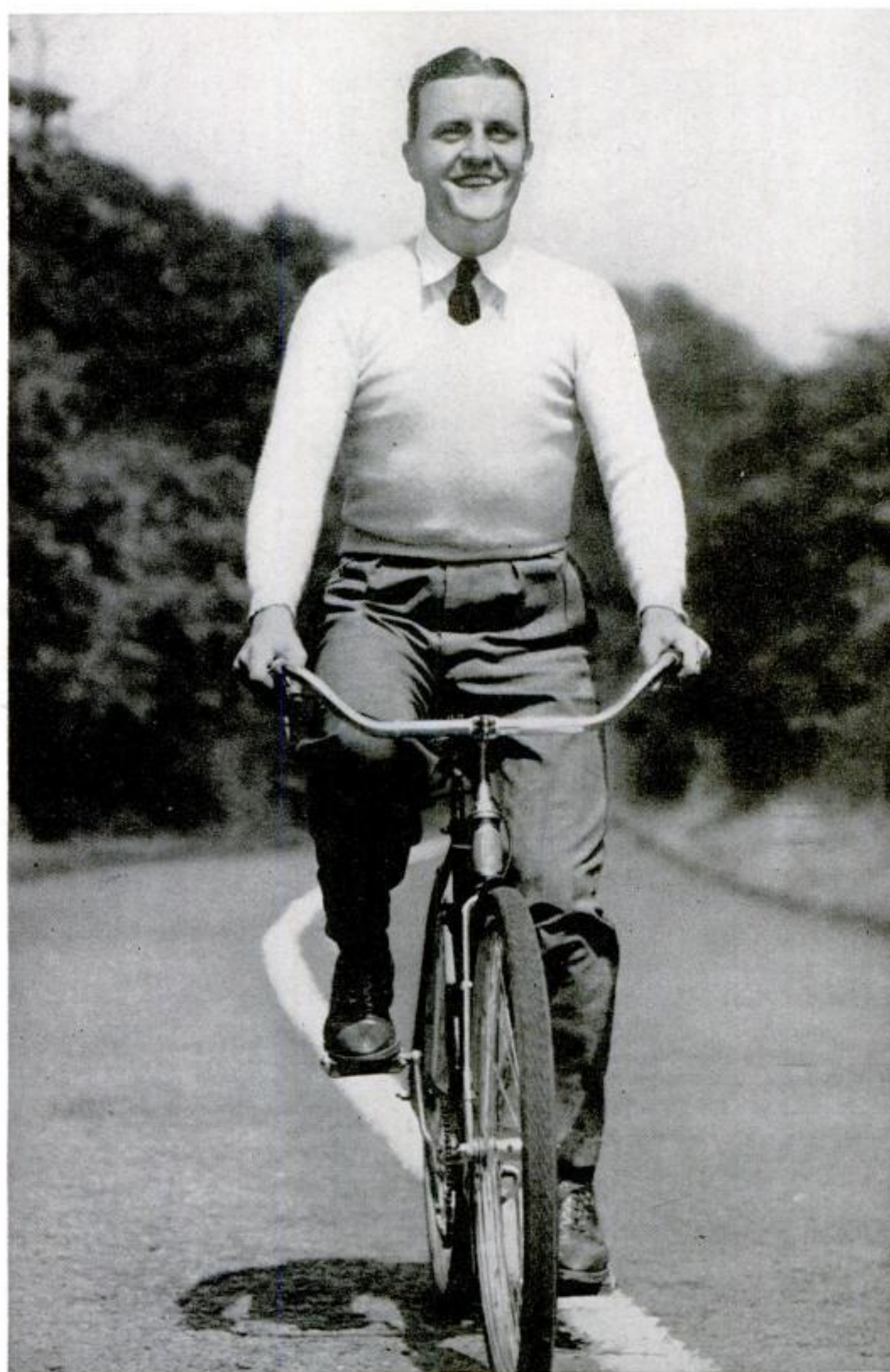
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LIFE'S COVER: The handsome sprinter is 21-year-old Payton Jordan, who lives in Pasadena and has a scholarship at the University of Southern California. With Loring Day, whose 14-ft. pole-vaulting appeared in LIFE last year (May 23, 1938), Jordan is co-captain of America's greatest track team which won the Intercollegiate Association of Amateur Athletes of America meet in New York last month hands down. Jordan is photographed at top speed by Gjon Mili's fast-action camera. For similar action shots of his champion teammates turn to page 51.

GET OUT-OF-DOORS... GET HEALTHY



Ride the New Light-Weight Bike

You've got to feel your best to do your best. Just try this new streamlined light-weight. You'll find it is many pounds lighter. Easier to handle. Easier to pedal. You skim along effortlessly. Fresh air pours into your lungs. Pulse quickens. Brain clears. You really wake up and live! See your nearest dealer in American-made bikes today. Ask him about the new light-weight model that makes exercising play. Learn how little it costs—how much it means to health and success.

Visit Cycle Trades Exhibit in Man Building at New York World's Fair 1939



Keep Trim...Keep Slim...Keep Cycling!
CYCLE TRADES OF AMERICA, INC.

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ALLSAFE!

YOU...YOUR FAMILY...YOUR CAR!



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YOU NEED**

GOOD YEAR LIFEGUARDS

LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company.

As Necessary As 4-WHEEL BRAKES...ALL-STEEL BODY SAFETY GLASS

A GLORIOUS feeling... the peace of mind that safety brings! A deep satisfaction... to know that you, your family and your car are *completely safe* from tire blowout dangers, wherever you drive... no matter how new or how old your casings may be.

That's LifeGuard protection... sure protection against blowout dangers!

A Safety Tire Within Your Tire

LifeGuard is a two-ply safety tire built inside an extra-sturdy tube. If outer casing and tube blow out, front or rear, LifeGuard remains inflated long enough to enable you to bring your car to a safe, controlled stop. No weave... no lurch... no wheel-fight! No further damage to your casing.

LifeGuards, in sizes available, can be used in place of conventional inner tubes in any

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Put LifeGuards in your present tires... the older they are, the more they need LifeGuards! And you can transfer them to new casings as you buy them... for LifeGuards will easily outwear more than one set of casings!

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Only Goodyear builds LifeGuard. Goodyear pioneered and perfected LifeGuards... which have been fully tested and proved by years of satisfactory service in the hands of hundreds of thousands of car owners.

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SAFETY
AS YOU
RIDE!**

Your car dealer can equip your new car with LifeGuards—in sizes available—from his own stock, or arrange to have it equipped through local Goodyear dealers or service stores. The slight extra cost can be added to your financing plan or handled on an Easy Pay Plan.



NOT A TIRE...NOT A TUBE...BUT AN ENTIRELY NEW SAFETY INVENTION!
Modern successor to the inner tube, the LifeGuard replaces the conventional tube. It is a 2-ply safety tire inside a tube... both inflated through the same valve. If casing and tube fail, front or rear, the inner tire holds air to support the car until it can be brought to a smooth, safe stop. A LifeGuard-equipped car may be readily identified by the yellow and blue valve stems.



THE KING INSPECTS THE NECKERCHIEF OF WASHINGTON BOY SCOUT FRED CARL WHILE THE QUEEN LOOKS ON



THE QUEEN GETS A BOUQUET FROM WASHINGTON GIRL SCOUT LEAH BURKET AND INSPECTS HER MERIT BADGES

QUEEN OF ENGLAND CAPTURES AMERICA

As mysteriously and unpredictably as all such things happen, the King and Queen of England were a smash hit in the U. S. Through the first few days of their Canadian trip, some U. S. newspapers essayed a little mockery. The obvious irony of a British King's approach to an ex-British colony was news for some days. Then as they disappeared into the depths of the Canadian West, they almost dropped out of the news. When they re-emerged into it at Niagara Falls, everybody had begun to recognize the stubborn and modest industry of the King and the unquenchable vitality of his Queen. They had stood up without a falter under as exacting an ordeal as any traveling salesman has ever gone through—and they were still smiling. To everybody's amazement, they were genuinely curious to know more and more about the Western Hemisphere.

But the sensation of the trip was the charm of the little Queen from Scotland. She had put aside the somewhat fussy clothes she wears in England and put on a superb collection by the British dressmaker Hartnell. Her eyes looked astonishingly bright and blue, her figure slim and nobody looked at the Queen with more interest than she looked back at them. The snob issue passed off without difficulty. American women did not curtsy and American men bowed as low as they wanted to or could. Good luck dogged the trip. The rain held off at the British Ambassador's garden party. In the Washington parade, a tank that burst into flames was far back in the procession and hurt nobody.

Said *The Times* of London last week, delighted by its sovereigns' success: "The event must hold the imagination of any one with a feeling for history—King George VI entering as an honored guest, with floodlights and music and cheering, the great territory from which the last representatives of King George III withdrew in bitterness and defeat more than a century and a half ago . . . No political motive prompted the visit."

President Roosevelt's sentiment when he toasted the King at the White House State dinner was: "It is because each nation is lacking in fear of the other that we have unfortified borders between us."

Arrival in Washington. The King in admiral's uniform shakes hands with Secretary of State Hull, who arrived on same train.

"Their Britannic Majesties," says Secretary Hull (right). The President says, "At last I greet you." "It is indeed a pleasure," says King.

At Union Station, King, Bodyguard Qualters, President, General Watson, Mrs. Roosevelt, Queen hear *God Save the King*.



The British take Washington (continued)



King and President at station are bundled in a car under a lap robe despite 89° heat for drive to the White House.



Start of the ride through Washington brings a smile to the face of King. President talks volubly, points out all the sights to his guest.



Little tanks and cavalry (*rear*) surround the car flaunting Queen Elizabeth's parasol as parade rolls down Pennsylvania Avenue.



At garden party in the British Embassy, the elect on porch meet royalty first. Here are Garner and Cabinet Members.



What the King and Queen see from the top of the garden stairs as *God Save the King* is played. One officer in the left rear is saluting.



Ambassador Lindsay takes the King one way to meet guests, and is followed by Canadian Prime Minister King and Lord Eldon.



John D. Rockefeller, holding up his invitation, is stalled in his car just outside the Embassy.



Mrs. Cornelius Vanderbilt (*right*), who came with Postmaster General and Mrs. Farley, carries her familiar white-fox fur piece.



Mrs. Woodrow Wilson, whose late husband won a war for the King's father.



The Wild West is represented by hat on South Dakota's Senator Bulow.



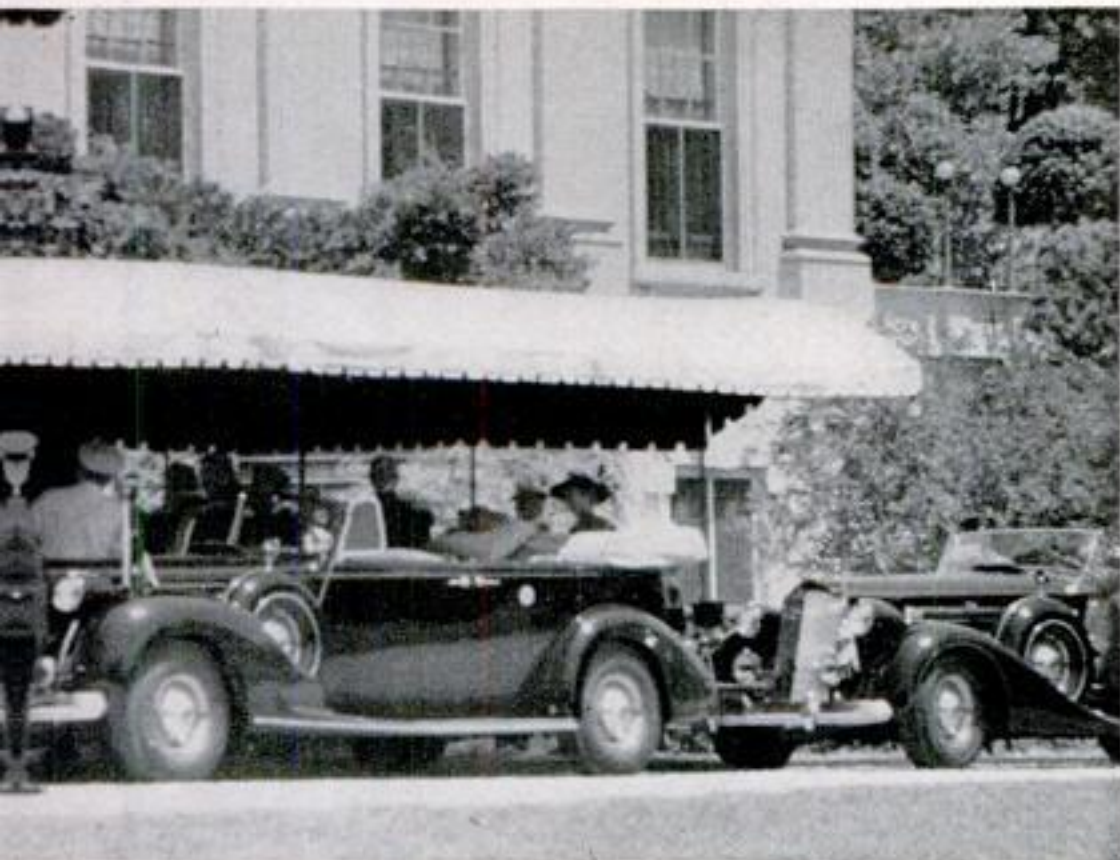
The King and Mr. Morgan have cups of tea together at the garden party at the British Embassy. Mr. Morgan, who has



often entertained the King at his grouse-shooting estate in Scotland, is an old friend of the whole royal family. This spring Mr. Mor-



gan had as his guest aboard his yacht *Corsair* in the Aegean the Archbishop of Canterbury who helped put Edward VIII off the



At south portico of White House, the cavalcade draws up. King receives diplomats and later tours Washington with President.



Lady Lindsay takes Queen the other way to meet guests. Their Majesties' arrival gave a real thrill to an otherwise dull party.



J. P. Morgan in gray topper gets a hearty handshake after party from Senator Vandenberg, a Republican Presidential aspirant.



throne and George VI on. When Italo-Albanian War suddenly broke out in the vicinity, the Archbishop went home in haste.



Queen Elizabeth and Mrs. Roosevelt take in the sights of Washington as Washington takes in the Queen. The Queen has up her pearl-gray parasol. She wears gray crepe with fox-

edged jacket. Mrs. Roosevelt wears tailored azure-blue wool dress presented by British sheep men. The small Queen's bright-blue eyes and quick curiosity charmed Washington.



The cavalcade sweeps around the Capitol on the way to the White House. Behind the cavalry at the right come the cars with the King and Queen. Below, King George VI steps into

the tomb of First President George Washington at Mt. Vernon, to lay a wreath, while the Queen and Roosevelts wait outside. This was second day in Washington (see next page).

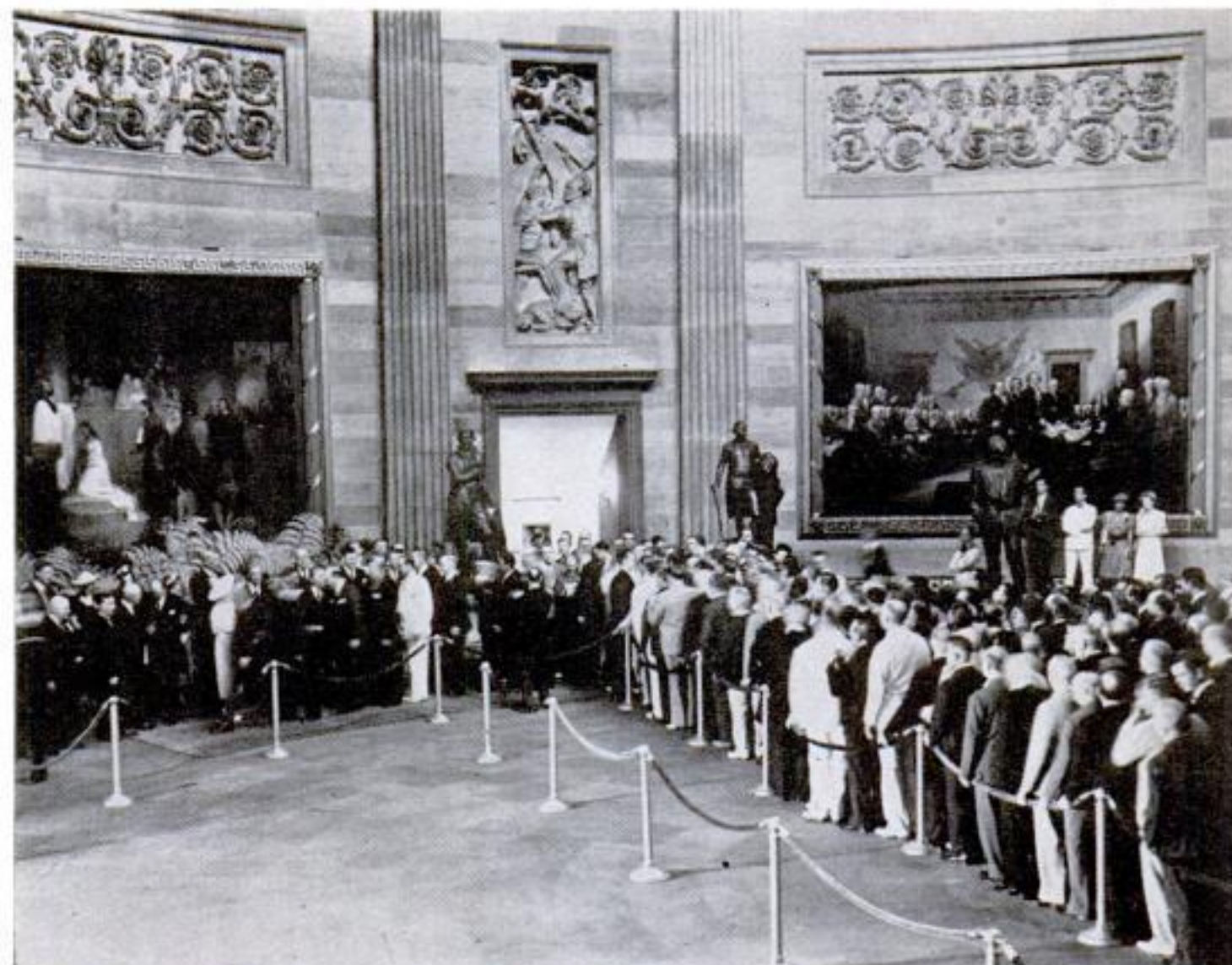


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The King and Queen (continued)



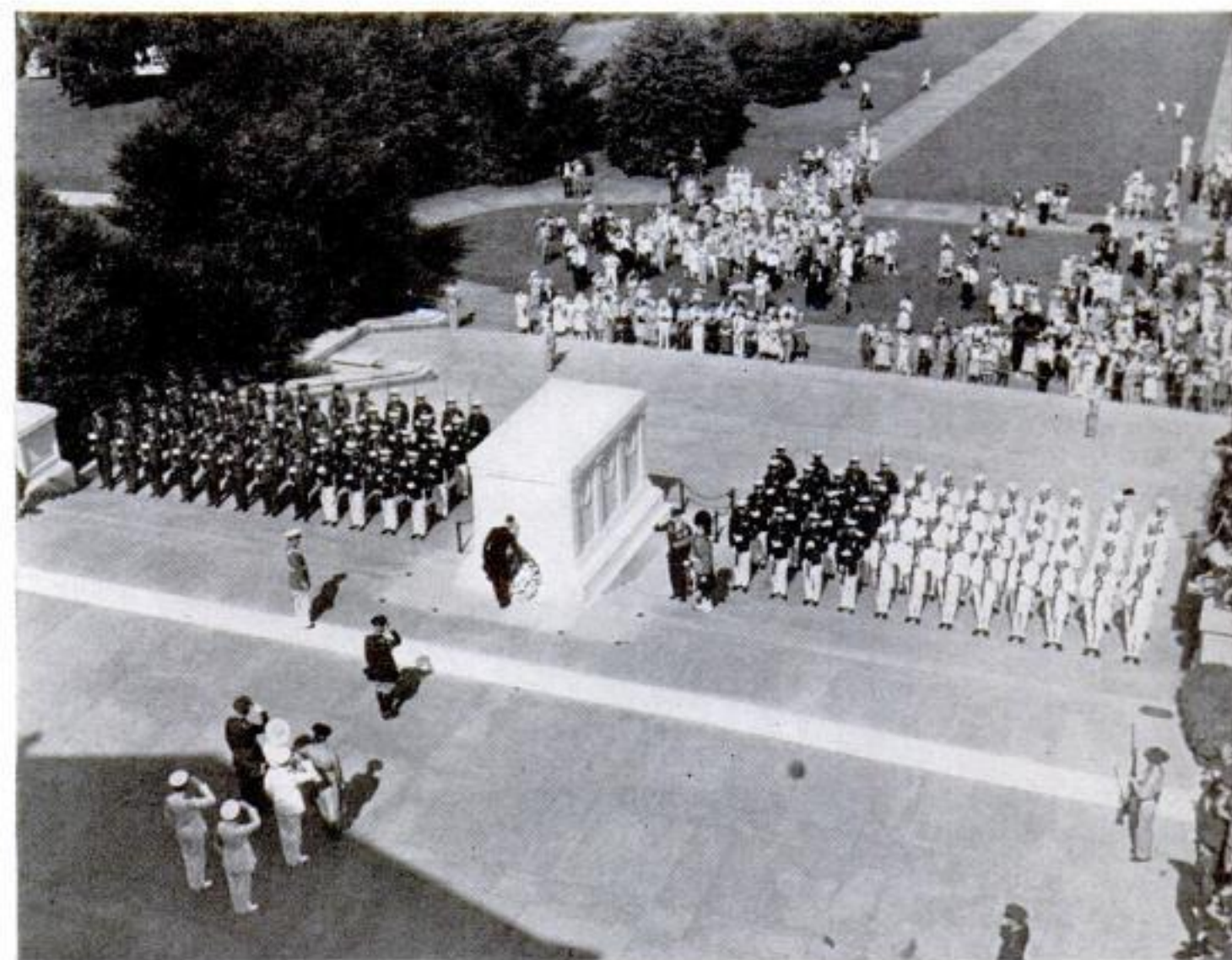
Congressional reception committee await Their Majesties' arrival on the Capitol steps. From left: Senators Pittman and Barkley, Representatives Bloom (*back turned*) and Rayburn, Senator McNary, Representative Martin. Of the last's derby, the crowd shouts, "Get a hat!"



In Capitol rotunda Congressmen in line meet King and Queen, under picture of Pocahontas' baptism (*left*). Flanking door are statues of Jefferson and Washington. At right, behind the new statue of Will Rogers, is Trumbull's *Signing of the Declaration of Independence*.



CCC boys at Fort Hunt are met by King. Right, CCC Director Robert Fechner. King wears no hat today, frequently mops his brow. The indefatigable Queen managed to find a CCC boy with a Scots face, learned he was from Dundee near her father's home of Glamis Castle.



For the Unknown Soldier at Arlington Cemetery, the King leaves a wreath of magnolia leaves, white lilies and carnations. Behind him is General Malin Craig. Right of the tomb is a Canadian Black Watch sergeant. Later the King put a wreath on the Canadian Cross.



In New York City where they arrived on a U. S. destroyer June 10, the King and Queen speed up the West Side Highway under the city's fabulous towers, one sight like no other this much-traveled couple had ever seen. They asked to have the car slowed down to see it better.



At the World's Fair, the King and Queen and entourage are escorted into the Federal Building for lunch with U. S. Fair Commissioner. The impact of the Fair, piled on physical strain of what she had already gone through, brought the little Queen close to tears.



The guest book of the New York World's Fair is signed by King George VI while the Fair's President, Grover Whalen, stands proudly by. This is in Perylon Hall under a 17th Century Gobelin tapestry of the life of Don Quixote. After lunch in Federal Building, Their

Majesties visited the Eire, Canada, Great Britain and Rhodesia exhibits, shook hands with 300 guests in Perylon Hall. Then they motored up the Hudson to Hyde Park for a quiet weekend with the Roosevelt family before returning to Canada and home to London.

LIFE ON THE NEWSFRONTS OF THE WORLD

U. S. cameramen get regimented; Murphy goes crusading; Cuba turns back German Jews



KING AND QUEEN

American news cameramen are rugged individualists in their work. Last week they got a dose of a more co-operative European system of covering news events. It is called "pooling." Biggest assignment of the week was the King and Queen. Because those in authority did not want Their Highnesses besieged by photographers, cameramen were forced to delegate one or two of their number to cover given incidents. All their take was put into a common pool so that everyone got everyone else's shots. Despite this artificial restriction, the royal journey was microscopically covered (see pp. 13-17). But American cameramen and their editors found pooling a royal pain in the neck.

August. Several of Europe's head men were last week convinced that war would come either by August or not for a long time. Playing it that way, France's Premier Daladier and Britain's Prime Minister Chamberlain told the dictatorships that they were not being encircled, that something might yet be done about their demands. Britain began calling up reservists for extra summer training with an eye to having nearly 900,000 Englishmen in arms by August. France named General Gamelin (LIFE, Feb. 20) commander in chief of all its armed forces and sent him to London, where the British made a great fuss over him. To speed the alliance with Russia but without seeming too anxious, the British sent to Moscow a Foreign Office career man, William Strang, who had been Chamberlain's adviser on the crucial trips to see Hitler last September. Pope Pius XII, meanwhile, was doing his best to keep the peace but block the British alliance with the Bolsheviks. His plan was the old Munich one of a get-together of Mussolini, Hitler, Chamberlain and Daladier.



STRANG

His plan was the old Munich one of a get-together of Mussolini, Hitler, Chamberlain and Daladier.

Hitler's Week. Chancellor Hitler was last week doing everything he could think of to get still more unpopular in the democratic world. He drove several hundred more Polish Jews across the border into Poland where they joined some 4,000 still marooned in a frontier camp. He bragged to the Condor Legion of German aviators home from Spain that he had decided to help Spain as early as one week after the Spanish civil war started. He boasted to War veterans that Germany could now break through any "encirclement" of powers. He cracked down on the Czechs for the murder of one policeman by jailing 1,000 and fining the township of Kladno \$17,250. He promised armaments to Bolivia in exchange for a big air base in Bolivia. And he tried to rush Paraguay into accepting economic domination before General Estigarribia could get back from Washington with an American loan. This busy week was climaxed by the signing of non-aggression pacts with little Latvia and Estonia, neatly blocking Russia's plans to guarantee them against invasion by Germany.

Corruption & Crusades. Martin Thomas Manton was an irascible judge whose temper lawyers feared and whose decisions they respected. As senior judge of the second Circuit Court of Appeals, Judge Manton was outranked only by the Justices of the Supreme Court. After 1929, he found himself deep in financial

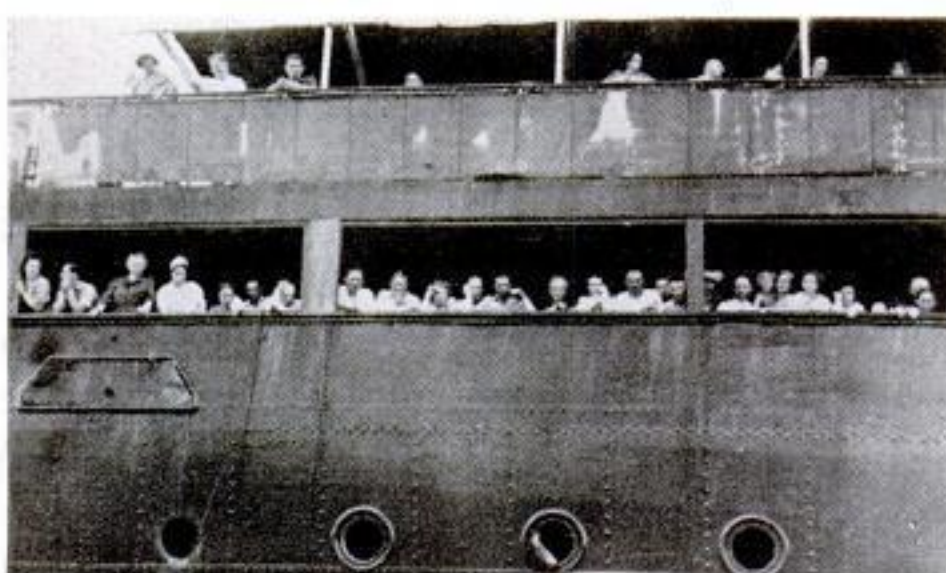


MANTON

trouble. To get out, he conducted himself in a manner highly unbecoming a judge. On June 3, a New York jury found him guilty of having sold justice by accepting "loans" of \$664,000 from litigants and others. Never before had corruption touched so high a place in U. S. judiciary. Righteously delighted was Attorney General Frank Murphy who is cleaning up Federal Courts and seeking to give the Democratic Party a reputation for crusading which will counteract the popularity of Republican Thomas E. Dewey. Few days later, Murphy announced that Alcatraz would be abandoned as a Federal prison because it was "a place of horror" which drove inmates "stir-crazy." Tom Dewey's own reputation as a crusader advanced handsomely when his office on June 9 obtained the conviction of a former Brooklyn Assemblyman for accepting bribes from two taxicab companies.

"Unfair" World's Fair. A basic object of the New York World's Fair is to promote international amity. Last week the Fair was unwillingly promoting international discord. Dr. Neil Van Aken, a U. S. citizen who is secretary of the Netherlands exhibit and head of the Foreign Government Commissioners Club, charged that foreign exhibitors were being victimized by U. S. Labor unions. Many of the nations sent skilled technicians and artists to do specialized work on the exhibits. Dr. Van Aken charged that U. S. unions require that their members be hired at full union rates to stand around doing nothing while the foreigners work. Some pavilions that refused have been victims of sabotage. Dr. Van Aken denounced the Fair corporation for placing foreign exhibits on "the same level as hot-dog stands" instead of giving them extraterritorial status. "Unless the sentiment changes or special inducements are held out," he warned, "most foreign exhibitors will refuse to participate in the Fair a second year."

Human S.O.S. Last week on the broad Atlantic, not far from the pleasant bars of Havana and the sunny beaches of Florida, 907 people were tossed about as mercilessly as if they were standing on a raft in a hurricane. They were Jewish refugees from Germany. They had sailed on the liner *St. Louis* from Ham-



REFUGEES ON THE "ST. LOUIS"

burg, May 15, for Cuba where they had landing visas. Arriving at Havana May 27, they were forbidden to disembark. Longingly they hung over the rails looking at the forbidden city. On June 2, the *St. Louis* put to sea again with its cargo of helpless humans. For days it skirted the coasts, hoping that some country would open its doors to the refugees. The ship's captain feared a wave of suicides if his passengers were forced to return to Germany. By Sunday the *St. Louis* could waste no more fuel or time. (It was due to start on a gay Caribbean cruise later in June.) Promptly it set its course. Destination: Hamburg.

Library Rows. Libraries are usually peaceful things but Franklin Roosevelt found himself last week in the middle of two library rows. Last winter, he offered to donate to the U. S. part of his Hyde Park estate on which is to be built a repository for his state papers. Rising to heights of political pettiness, House Republicans on June 5 blocked a bill authorizing the U. S. to accept the offer.



MACLEISH

Two days later, the President precipitated another row by nominating as new Librarian of Congress, Archibald MacLeish, an able lawyer, a Pulitzer Prize poet, long a FORTUNE editor. Librarians stormed that excellence as a poet and scholar did not qualify MacLeish to be librarian of the world's biggest library. In Congress, Republicans accused MacLeish of being a "fellow traveler" of the Communist Party. But MacLeish has taken swipes at the Communists, accusing them of knowing their bookish ideology better than they know their America. "She's a tough land under the corn mister," he wrote. "She has changed the bone in the cheeks of many races... It may be she can change the word in the book. . . ."

PICTURE OF THE WEEK

For three long years Fred B. Snite Jr., stricken with paralysis, has smiled through life in an "iron lung." A devout Catholic, on May 25 he arrived at the goal of a 5,000-mile pilgrimage to the sacred shrine at Lourdes, in the French Pyrenees, to pray for recovery. In a mirror above his head he could see mass being held at the "Grotto of Miracles" as he lay in the lung inside his specially-built trailer. Nuns and nurses prayed in front of him. Nearby, the halt and feeble, in wheelchairs and stretchers, forgot their own infirmities and prayed for him. His father, mother and sister prayed by his side. In his honor, an American priest said mass. Pope Pius XII sent him a special blessing. At one point Fred Snite Jr. prayed for 15 consecutive hours. He had not come expecting a miracle, and on June 5 he left uncured but "feeling fine." Just in case there might have been a miracle, Fred's father had brought along special shoes and leg braces for his courageous son (inset).



SHOES AND BRACES



A famous American paralytic in an "iron lung"
aboard his trailer attends mass before the
"Grotto of Miracles" at Lourdes in France

HITLER UNIFORM

Hitler's famous uniform is a simple brown Storm Trooper jacket with Iron Cross. May 22 he appeared for the first time in something new—a white belted coat, single-breasted with patch pockets. It was slightly different from the double-breasted summer uniform coats of his Nazi subordinates. The occasion was a party for Italy's visiting Foreign Minister

Count Ciano, who had just signed the Rome-Berlin military pact. The party was given in his Dahlem villa outside Berlin by Germany's Foreign Minister von Ribbentrop, onetime champagne salesman, whose wife is a champagne heiress. Present were two new Nazi beauties, Actress Olga Tschschowa and the blonde, slim wife of Labor Front Leader Robert Ley.



In his new uniform, Hitler leads his hostess, Frau Annelies von Ribbentrop, in to the entertainment. He wears an Iron Cross First Class over his heart and an official eagle tie-pin.



Nazi beauties are, from left, Frau Emmy Göring, onetime actress, pretty Frau Ley and the wife of Italy's Ambassador Attolico; and, at extreme right, Labor Front Leader Robert Ley.

FROM LEFT: NO. 2 NAZI GÖRING; HOSTESS FRAU VON RIBBENTROP; HITLER; ACTRESS OLGA TSCHSCHOWA; AND BEYOND THE POST, FRAU GÖRING AND GUEST-OF-HONOR CIANO



POLO SPILL

Paying up to \$15 a seat, 15,000 dressy socialites scrambled into the baby-blue stands of the Meadow Brook (L.I.) Club on June 4 to see the first of three matches between the best polo players of Great Britain and the U. S. To their surprise, they got their money's worth. The Americans forgot teamwork, rode hell-bent for trouble. Up and down field

they barged and banged, hit rocketing shots, rode the English off the ball, committed twelve fouls.

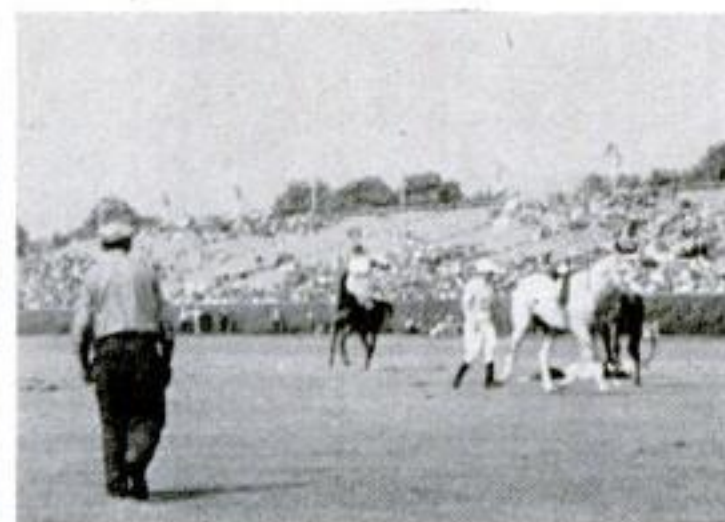
Trouble came when Mike Phipps, U. S. No. 1, smacked Aidan Roark, Britain's No. 2, clean out of the saddle, rolled him over and over on the turf. A newsreel camera caught this most exciting episode of the game (*below*). Score: U. S. 11, Great Britain 7.



PATHÉ NEWSREEL SHOWS PHIPPS (IN WHITE) CRASHING INTO ROARK (NO. 2). THE FRONT KNEES OF ROARK'S PONY BUCKLE AND RIDER GOES SPRAWLING OVER PONY'S HEAD



ROARK SHOOTS FAR FORWARD, FALLS CLEAR OF HIS MOUNT. PHIPPS SLIDES OFF HIS WHITE HORSE, LANDS ON RUMP OF ROARK'S PONY. ROARK GETS TO HIS KNEES



ROARK TRIES TO STAND BUT FALLS BACK HALF-UNCONSCIOUS. PHIPPS GETS TO HIS FEET AND STARTS AFTER THE RUNAWAY HORSES. WORKER IN FOREGROUND IS BORED

FROM THE OPPOSITE GRANDSTAND, LIFE'S CAMERAMAN SHOWS PHIPPS CHASING PONIES, WHILE ROARK LIES AT LEFT. IN TEN MINUTES ROARK WAS BACK IN GAME





Governor Arthur H. James, shown at opening of the Pennsylvania Building in New York's World's Fair, and a G.O.P. legislature have made this record: 1) re-enacted all the taxes which in his campaign he cried were ruining the State; 2) cut Relief funds by \$89,000,000 but left his budget unbalanced by \$47,000,000; 3) gutted the State's Labor Relations and workmen's compensation laws; 4) passed a law forcing Reliefers to take any private jobs offered at prevailing wages; 5) killed reform charter for Philadelphia; 6) banned firecrackers.



Governor William H. Vanderbilt, shown (above left) in carriage at an oldtime 'Lection Day festival in Newport last month, is giving Rhode Island its most businesslike, scandal-free government in decades. His prime accomplishment has been passage of a Civil Service law, first in Rhode Island's history, so strict that National Municipal League has adopted it as a model. At the expense of useless job-holders whom he has fired wholesale and not replaced, he has cut State spending by \$1,000,000, upped taxes to bring a balanced budget.



Governor Charles A. Sprague, who stands kibitzing a bridge game, has been a middle-of-the-roader and in general more liberal than his predecessor, ex-Governor ("Beat the strikers up") Martin. He has come out against a sales tax, favored by most of his predecessors. He fought the State's anti-Labor law forbidding strikes when it was an issue but, now that it has become law, says it must be obeyed. He has favored public ownership of power plants, but has pushed a bill equalizing taxes between public and private power companies.

REPUBLICAN RECORD SINCE 1938 GIVES CLUE TO REPUBLICAN BEHAVIOR IN 1941

Hot-weather political dopesters boiled over with third-term talk last week. Secretary of the Interior Ickes, one of many New Dealers who will retire to private life with President Roosevelt, launched a "draft Roosevelt" campaign. Vice President Garner kicked back with an announcement that he has decided to try for the Presidential nomination even if Roosevelt tries too.

All this Democratic hubbub promised a lively convention fight and, if President Roosevelt gets the nomination, the hottest political campaign since 1912. But it did not contribute much enlightenment to conscientious citizens. What they want to know is what kind of government they will get if they decide to replace Democrats with Republicans next year.

One clue is the behavior of Republican "new faces" who got into office in last November's elections. Shown on these pages are recent pictures and records-to-date of eight Republican Governors who, aided by Republican legislatures, wrested control of their States from Democrats or third partisans after last autumn's sweep.



Governor Harold E. Stassen, shown addressing a WPA protest meeting in Minneapolis on June 2, in his first legislative session angered Labor unions with a stiff new Labor Relations law. It bans sit-downs and highway picketing, forces a 30-day wait before strikes or lock-outs. Governor Stassen & legislature also cut \$3,500,000 out of the State's two-year budget, set up State Civil Service, passed an anti-loan-shark bill setting maximum interest at 3% per month, amended unemployment-compensation act to exempt small employers.

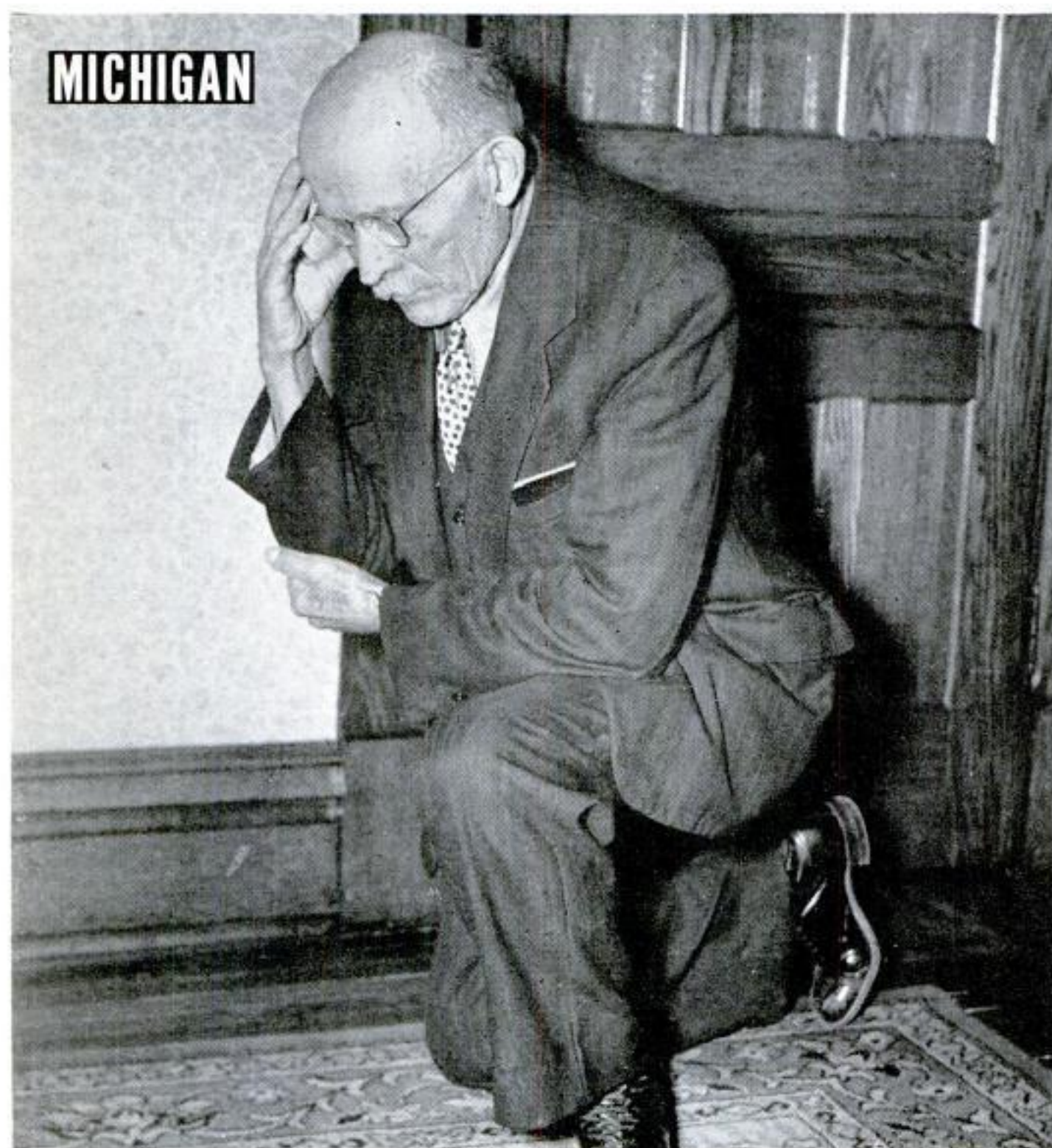


Governor Raymond E. Baldwin, showing a friend how large a fish got away, has balanced the largest budget in the history of the State (\$106,000,000 for two years). He has upped the tax on hard liquor, made economies expected to save \$5,000,000 and provided for tolls to pay for new highway and bridge constructions. He got an injunction law opposed by Labor repealed and a more favorable one substituted, increased old-age-pension and workmen's compensation payments, and had the Bill of Rights ratified after 150 years.



WISCONSIN

Governor Julius P. Heil, shown boosting his State's dairy industry at a farm convention, broke long La Follette Progressive rule by promising cheaper and more efficient government, lower taxes, more liberal old-age pensions. He and the G.O.P. legislature are now in process of appropriating not \$15,000,000 less than La Follette, as promised, but over \$2,000,000 more. They have raised taxes to match, introducing many new ones, and passed Labor laws putting many new restrictions on unions. Pension raise is questionable.



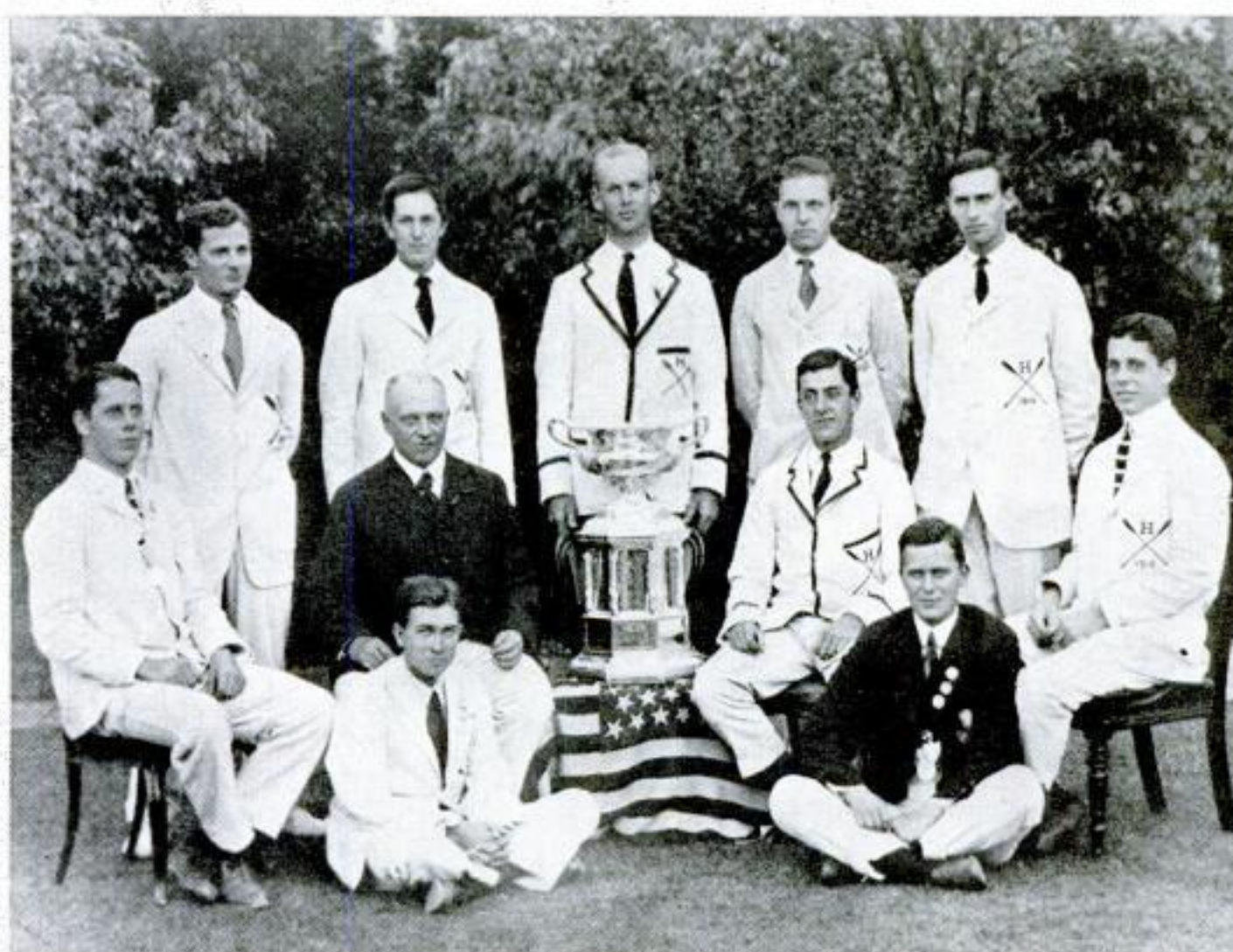
MICHIGAN

Governor Luren D. Dickinson, who stepped up from the lieutenant governorship when Governor Fitzgerald died last March, is a pious, 80-year-old prohibitionist who prays five minutes every morning in his office (*above*). He and the G.O.P. legislature have wrecked Democratic ex-Governor Frank Murphy's Civil Service system, turning over 10,000 State jobs to spoilsmen. They have also passed a Labor act requiring five-day notice before strike, 30-day negotiation before strikes in "essential public service" industries.



MASSACHUSETTS

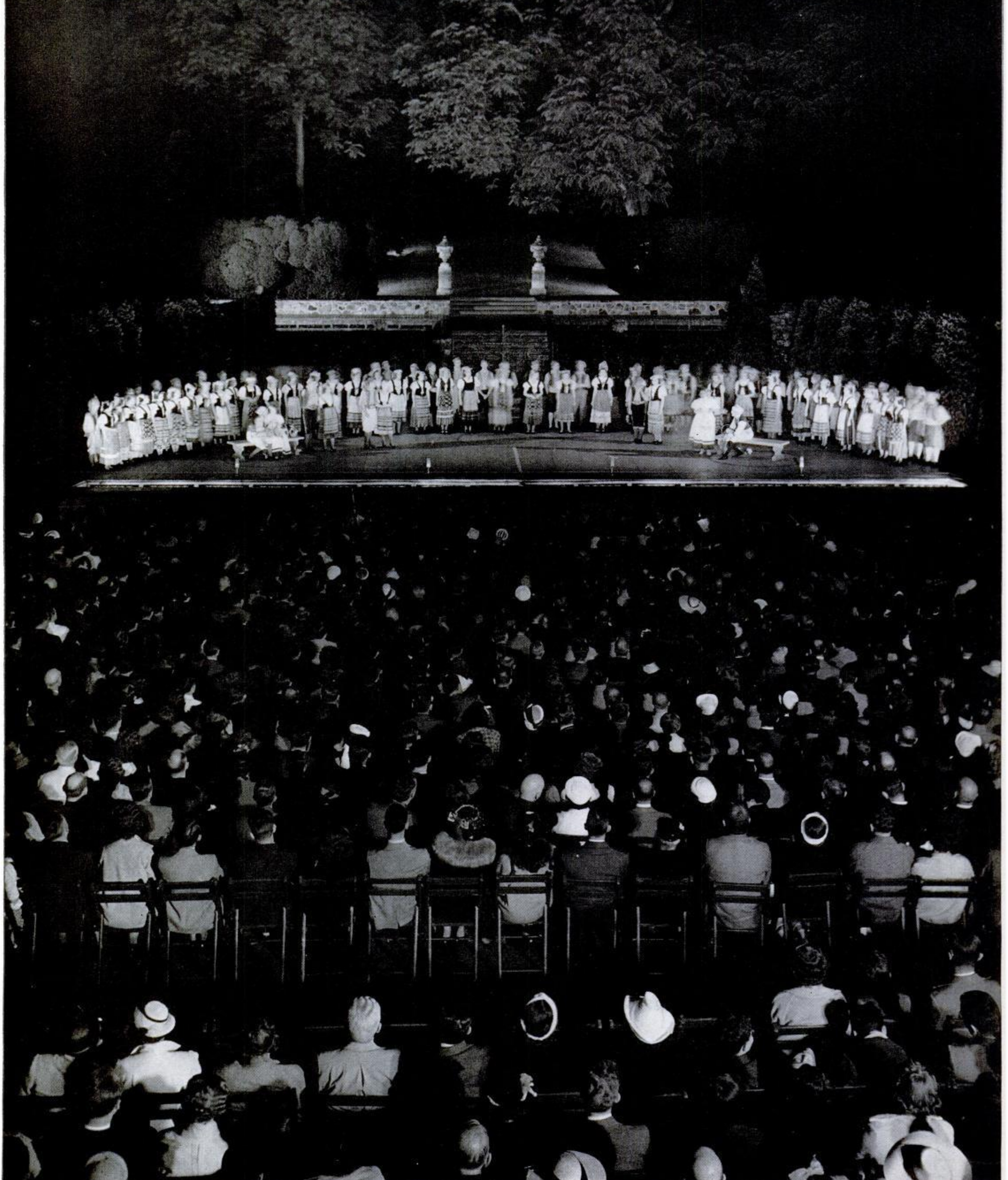
Governor Leverett Saltonstall went off for a reunion jaunt with his 1914 Harvard crew (*see below*) in the midst of his first legislative session. With much important business unfinished, the session promises to last well into the summer months. Governor Saltonstall campaigned on an economy platform but he has sent a record-breaking budget to the legislature. And he has proposed to raise the extra money by upping taxes on gasoline, cigarets, liquor, etc. The Massachusetts Federation of Taxpayers is up in arms.



The Harvard junior varsity crew of 1914, of which blueblooded Leverett Saltonstall was captain, posed for picture above after winning Grand Challenge Cup at Henley, England. On June 3 the crew took a 25th-reunion spin on the Charles, posed in same positions as 25 years before (*below*). Standing (*l. to r.*): David Morgan, New York financier; Charles Lund, Boston physician; Laurence Curtis, Henry Meyer, Boston lawyers; James Talcott, New York merchant. On chairs: Henry Middendorf, Baltimore financier; Coach Robert Herrick; Governor Saltonstall; John Middendorf, Baltimore financier. On ground: Henry Kreger, Cleveland lawyer; Robert C. Cobb, Concord, Mass., farmer.



GILBERT & SULLIVAN IN A DU PONT GARDEN



AMATEURS FROM PHILADELPHIA'S BEST "MAIN LINE" AND CHESTNUT HILL FAMILIES CLIMAX OPERA SEASON WITH "THE GONDOLIERS" IN PIERRE DU PONT'S OPEN-AIR THEATER

The Philadelphia Savoyards, the most fashionable Gilbert & Sullivan troupe in the world, sang on June 3 their 39th annual opera, *The Gondoliers*. Their theater was an open-air stage on the grounds of Longwood Gardens, the huge and lavish estate near Kennett Square, Pa., which belongs to Pierre Samuel du Pont, eldest of the ruling du Pont triumvirate. Since 1916, Mr. du Pont has played annual host to the socialite amateurs who make up the Savoy Company. For them and a half dozen other annual shows, he completely modernized his open-air theater (first built in 1913 on a barnyard site) with its concealed dressing rooms, box-tree wings, fountain curtain. To see the show this year, 2,200 people paid \$2 apiece, of which 60% went to the Sigma Phi Epsilon fraternity of the University of Delaware. Balance covered musicians' and professionals' wages, transportation for the Savoyards.

Before the opera, the cast dined in the huge du Pont conservatory. After the opera, as an added attraction, guests saw a 15-minute water show by the beautiful du Pont fountains: 2,500 gallons of water squirting ten to 130 ft. in the air, lighted up in gaudy red, green, blue, yellow, ending in a blaze of white.

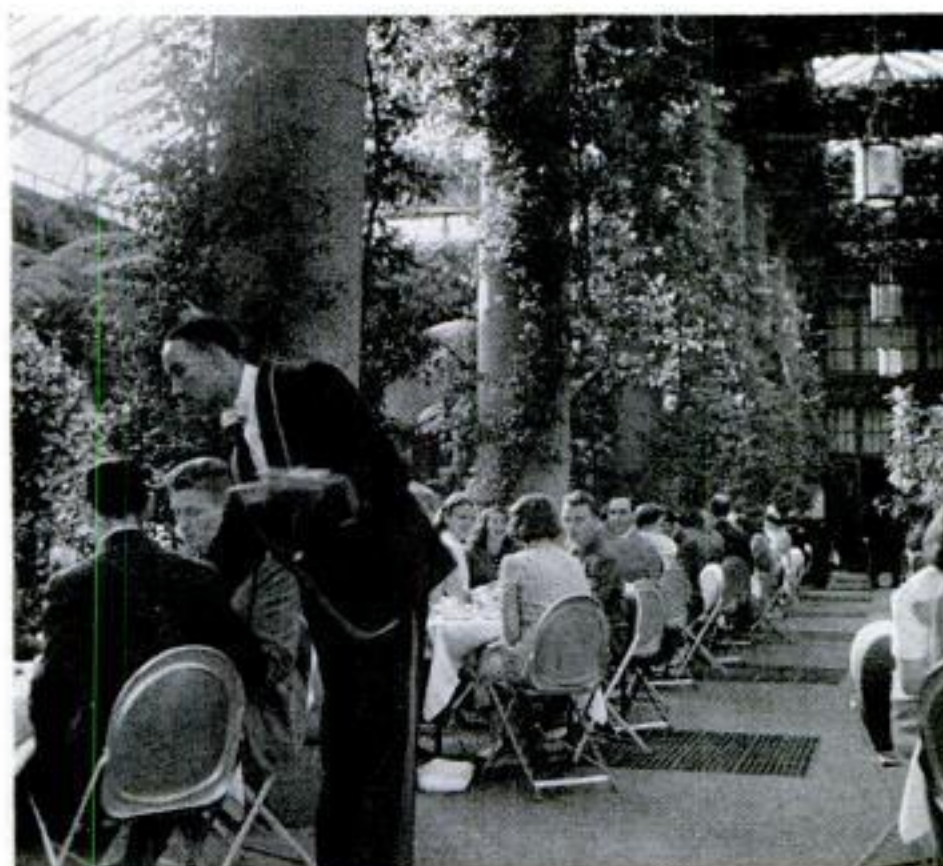


The curtain is a line of water-jets 7 ft. high, 6 in. apart, opaque when backed by light with the stage semi-dark. Be-

fore the first curtain, professional Conductor John Thoms's last order to the socialite cast was "Sing like hell, girls."



Host Pierre du Pont, ardent "wet" under prohibition, served orangeade, no liquor. This did not dampen the guests' spirits.



Under exotic lemon and fig trees in the 120,000-sq. ft. glass conservatory, the cast supped on deviled crab, salad, ham.



Hostess Mrs. du Pont lights a cigaret after the ice cream and cake. She was Alice Belin, her husband's first cousin.

Savoyards have only one opera but plenty of fun and frolic

Founded in 1901, the Savoy Company of Philadelphia is America's oldest permanent Gilbert & Sullivan stock company. Named for London's Savoy Theater, where the operas were first produced, it draws its singers from the top rank of Philadelphia society—Hopkinsons, Culbertsons, Bodines, Emlens, Montgomerys. Half the males are II's and III's. For their one opera per season, which they put on twice in Philadelphia's Academy of Music for Savoyard alumni at top prices, once at Longwood (Mr. du Pont is an honorary Savoyard), the company rehearses hard all spring. This was the fifth year they have chosen *The Gondoliers*. Musicians are hired from the Philadelphia Orchestra. Conductor, coaches, costumers are also paid. Members are not, but they get their reward in parties: a beer party, a roller-skating party and one for the famous D'Oyly Carte players. Best party is held impromptu on the way home (right) from Longwood Gardens. One hundred twenty-five made the trip on a special train.



FUN AND FROLIC REIGN BACKSTAGE AND ON THE TRAIN BACK TO PHILADELPHIA FROM LONGWOOD

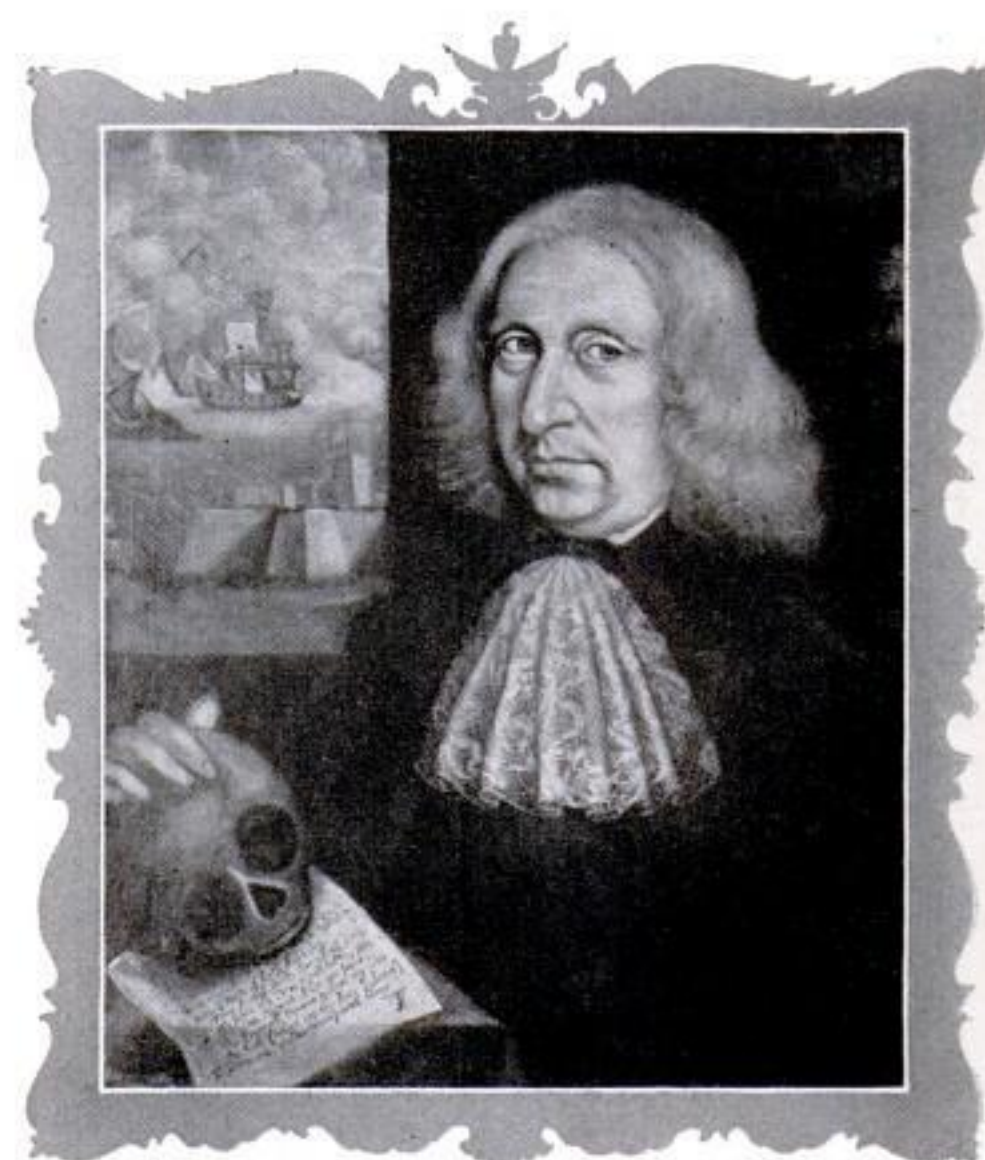


ON TRAIN GONDOLIER TURNS JITTERBUG, ACTRESSES SCREAM AND CONDUCTOR JOINS THE FUN



POCAHONTAS went to England as the wife of John Rolfe, changed her name to Rebecca and became a grand lady.

LIFE in AMERICA



CAPTAIN THOMAS SMITH painted the self-portrait above about 1680, after he had retired from his seagoing career.

ARTISTS HAVE LOVED AND PAINTED IT FOR 300 YEARS

While the cannon roared at the drive on Richmond in 1862, Winslow Homer stood with his sketch pad and drew the advance of the Northern troops. When covered wagons jolted across Wyoming and the first clippers sailed into Boston Harbor in the 1830's, other American artists were standing by to put history on canvas. Unlike a good artist's model, America has never sat still but she has been an absorbing subject for men who could paint her on the run.

To show American life as artists recorded it for exactly three hundred years, the Metropolitan Museum in New York has assembled a summer show of 291 paintings. They are hanging now in nine cool galleries, where visitors to the Fair can find refuge from the World of Tomorrow. LIFE herewith presents a selection of paintings from this exhibition.

Latest work in the show is a portrait of Woodrow Wilson painted in 1916. Oldest is a portrait of Pocahontas (above) painted in 1616 by an unknown Englishman. The pictures between these dates constitute a unique kind of history. Here are moods and

colors of early America as no historian could describe them. Here is a country store smelling of cider and molasses. Here is Andrew Jackson's lean, rugged face that reveals his nature better than a book.

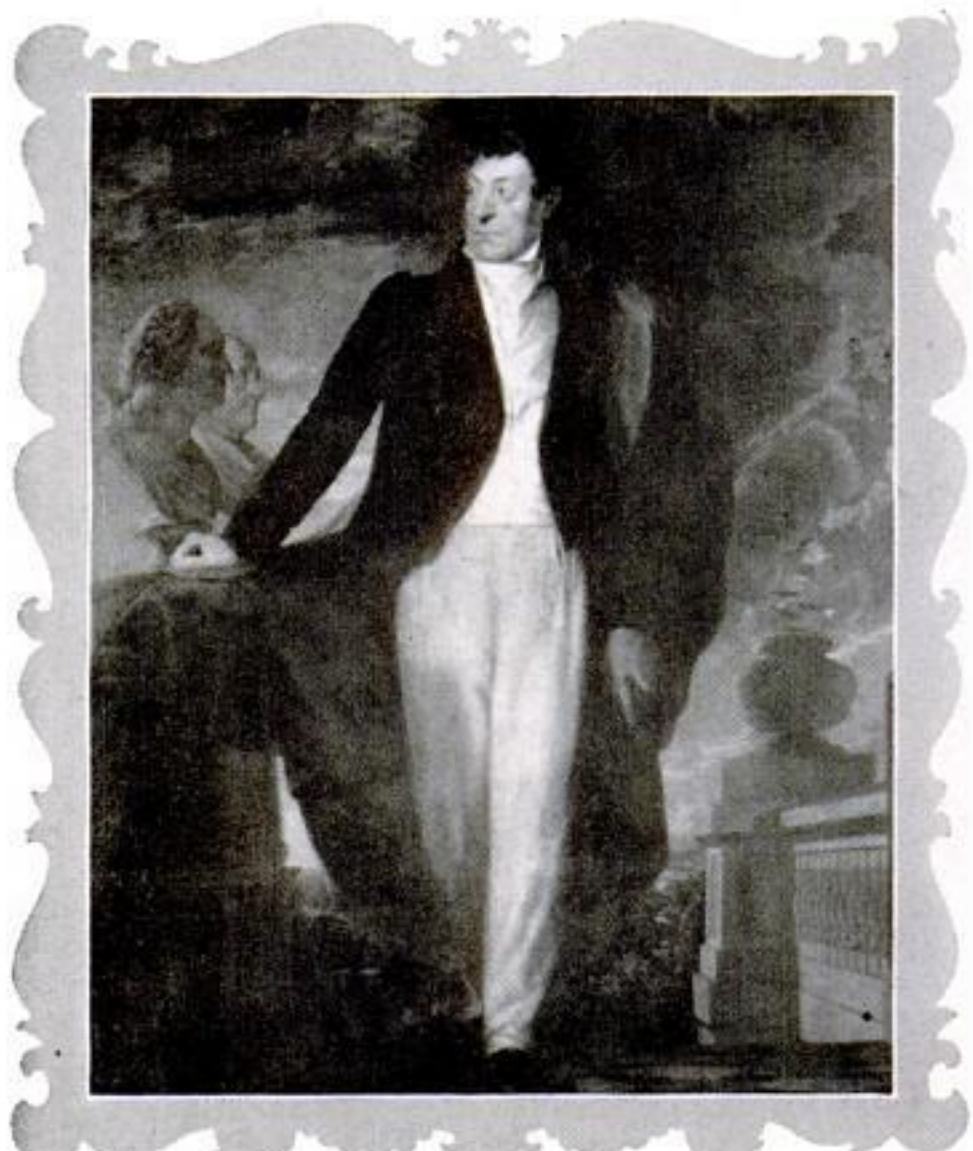
In the Colonial period, American artists started off painting portraits because the prosperous colonists were proud of their new success. To supply this market, one painter, Thomas Sully, did some 2,000 portraits. Such able artists as Gilbert Stuart and Edward Savage studied art in London and came home to practice their trade. Lesser artists made a living by traveling over the country and painting all the leading citizens of a village for \$25 a head.

No one better embodies the spirit of American art as it flourished at the time of the Revolution than Charles Willson Peale, whose self-portrait is shown below. As an artist he had his betters but his enormous gusto and wide interests made him a sort of minor Leonardo da Vinci, Yankee-style. Peale began his career as a saddler in 1754. Forced out of business for political reasons, he took up portrait paint-

ing. Intensely patriotic, he joined the Revolution and painted some 60 portraits of Washington. His zest for science led him to dig up ancient mastodon bones (see p. 28) and establish his own museum of science in Philadelphia. He wrote pamphlets on how to build wooden bridges and how to be happy with a wife. He married three times, lived 85 years and christened his 12 children with such names as Rembrandt, Titian, Raphael, Rubens.

In the 19th Century, as painters heard about art for art's sake, they worried more about aesthetic principles. Some of the rugged scenes on the next pages bear traces of the European schools of romantic painting. But at the same time such men as Homer, Eakins and Ryder were painting with a new depth and originality which the earlier art-artisans lacked.

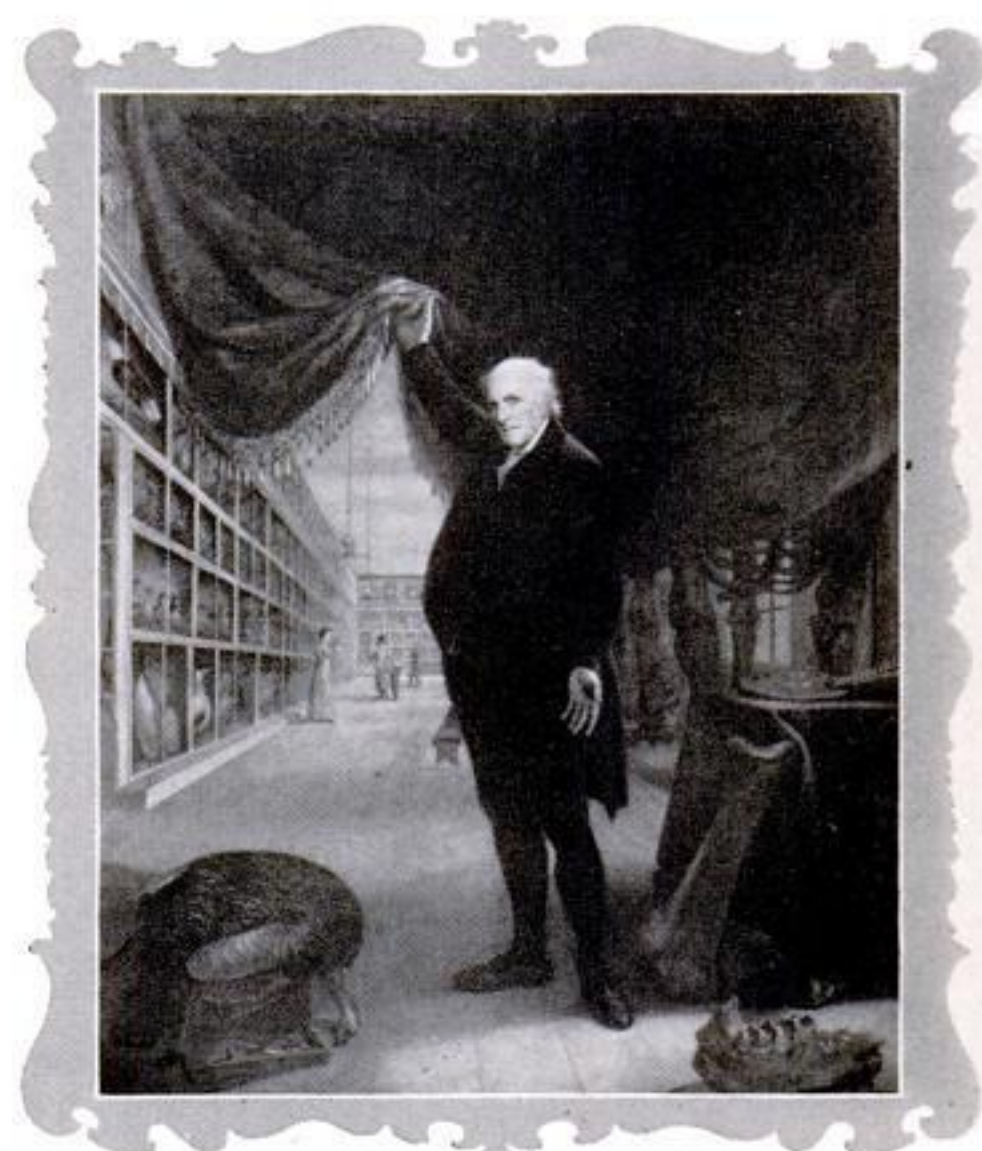
Today American artists are turning again to the American scene for subject matter. Increasingly independent of European art theories, they are sure to produce a richer, though perhaps no more engaging, exhibit of "Life in America" in the next 300 years.



MARQUIS DE LAFAYETTE, 48 years after he had fought for American independence, was painted by Samuel Morse.



BENJAMIN FRANKLIN, studying electricity by tying key to a kite string during thunderstorm, is by Benjamin West.

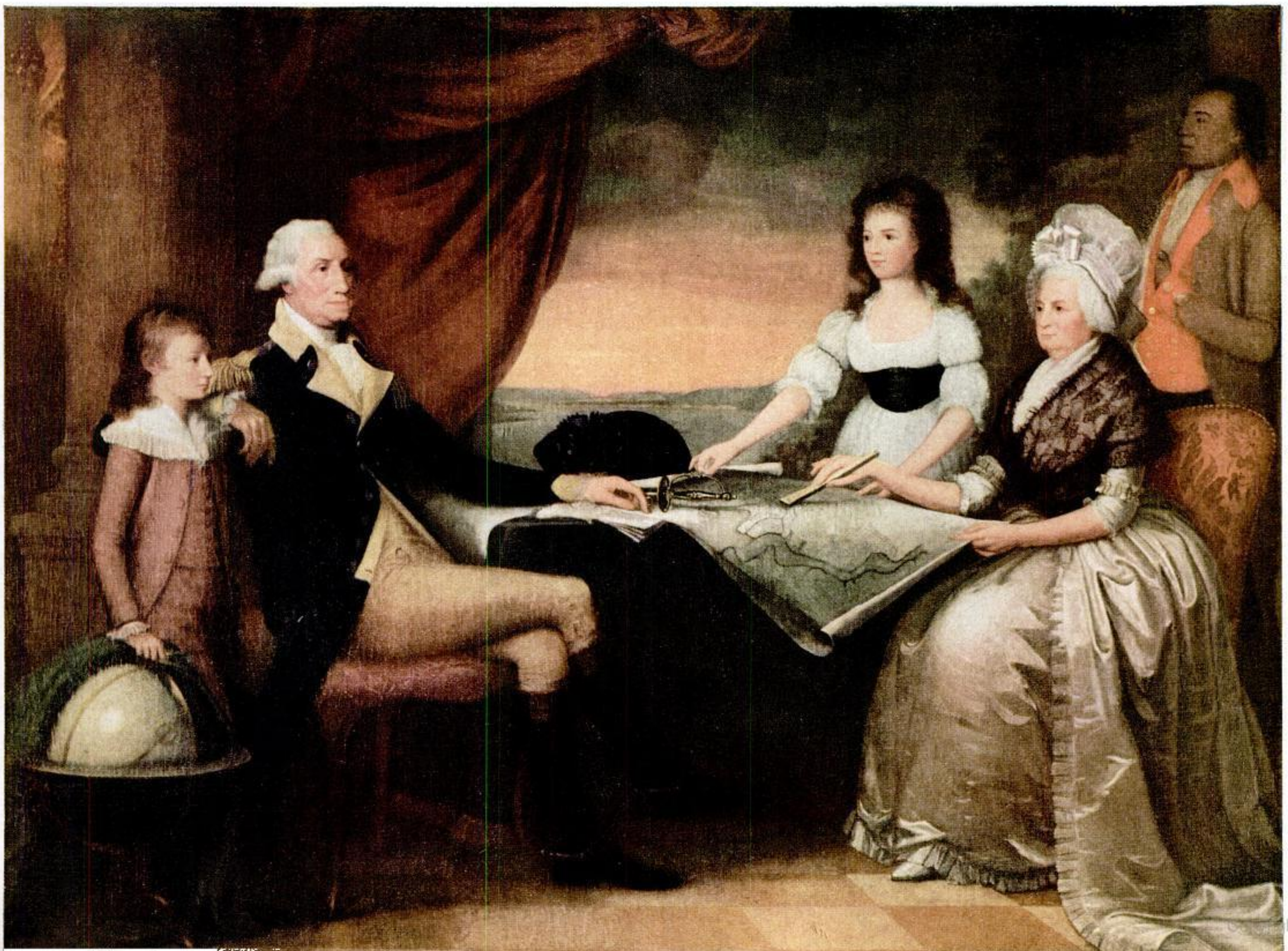


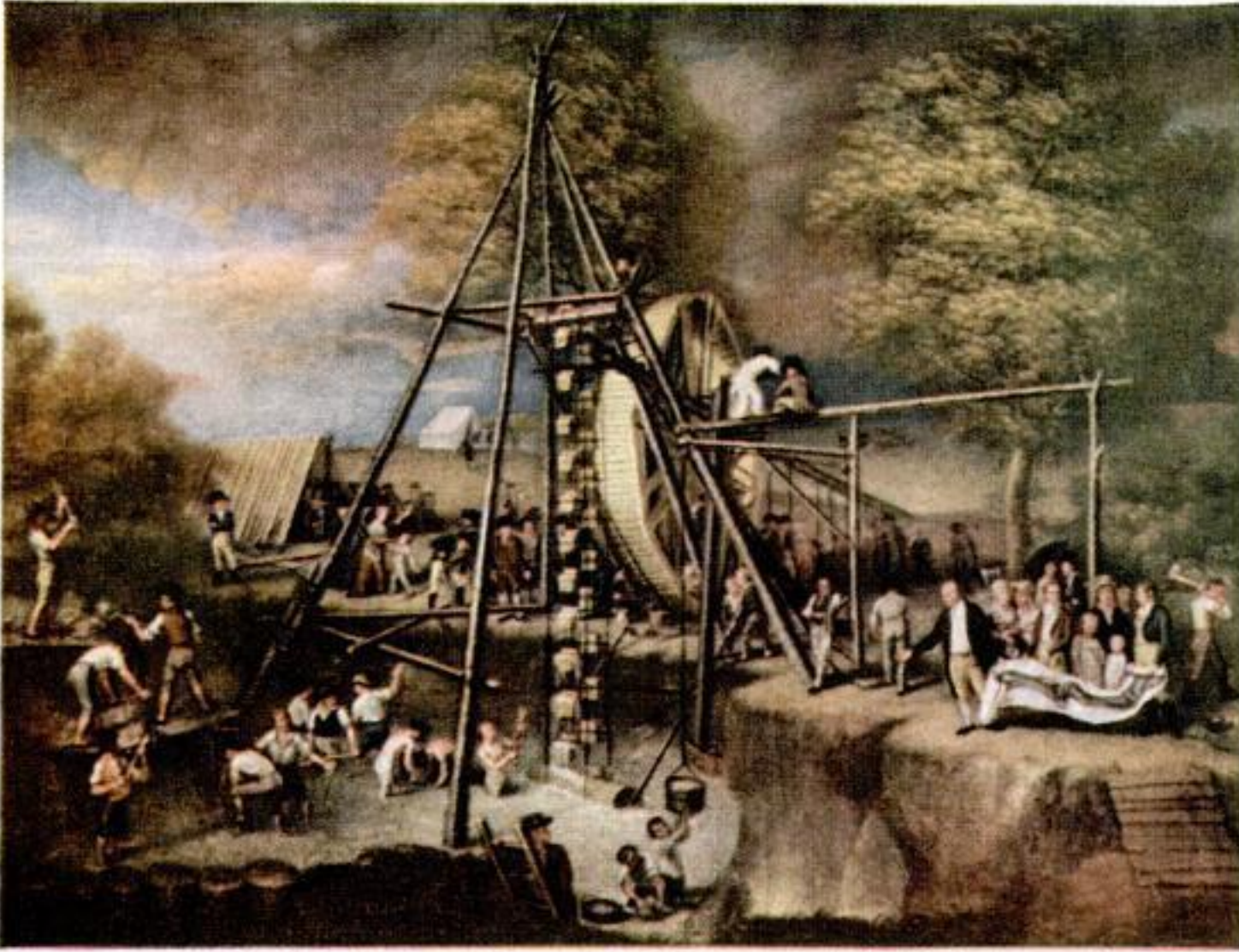
CHARLES WILLSON PEALE paints himself in his museum of science in Philadelphia. Notice the mastodon bones (right).



"Penn's Treaty with the Indians," painted by Benjamin West about 1771, shows paunchy William Penn with outstretched hands offering Indians a bolt of cloth and other goods in exchange for the Province of Pennsylvania. Noted for his scenes of American history, Painter West was severely criticized for his attempts at accuracy, was told to dress his figures in Roman togas to make them more impressive. At right is famous Treaty Elm near Philadelphia, which blew down in 1810 after witnessing a century of white man's bargains.

"The Washington Family," painted at Mount Vernon by Edward Savage, is one of the most engaging family-group portraits popular in the 18th Century. Standing proudly by George and Martha Washington are their adopted grandchildren (son and daughter of John Custis, who was Martha's son by her first husband). At right stands Negro servant, Billy Lee. With its traditional background of red draperies and view of the Potomac, this is a perfect expression of the simple dignity of Washington's household, and a gem of early U. S. art.





"The Exhumation of the Mastodon," by Charles Willson Peale, records one of the earliest U. S. exploits in science. Peale built a human treadmill to drain bog where he dug up mastodon bones near New York in 1801. Peale has painted himself holding sketch on edge of pit.



"Daniel Boone Escorting a Band of Pioneers into the Western Country" is George Caleb Bingham's painting of Boone's trek to Kentucky through the Cumberland Gap in 1775. It dramatizes the courage of all U. S. settlers marching their families into unknown lands.



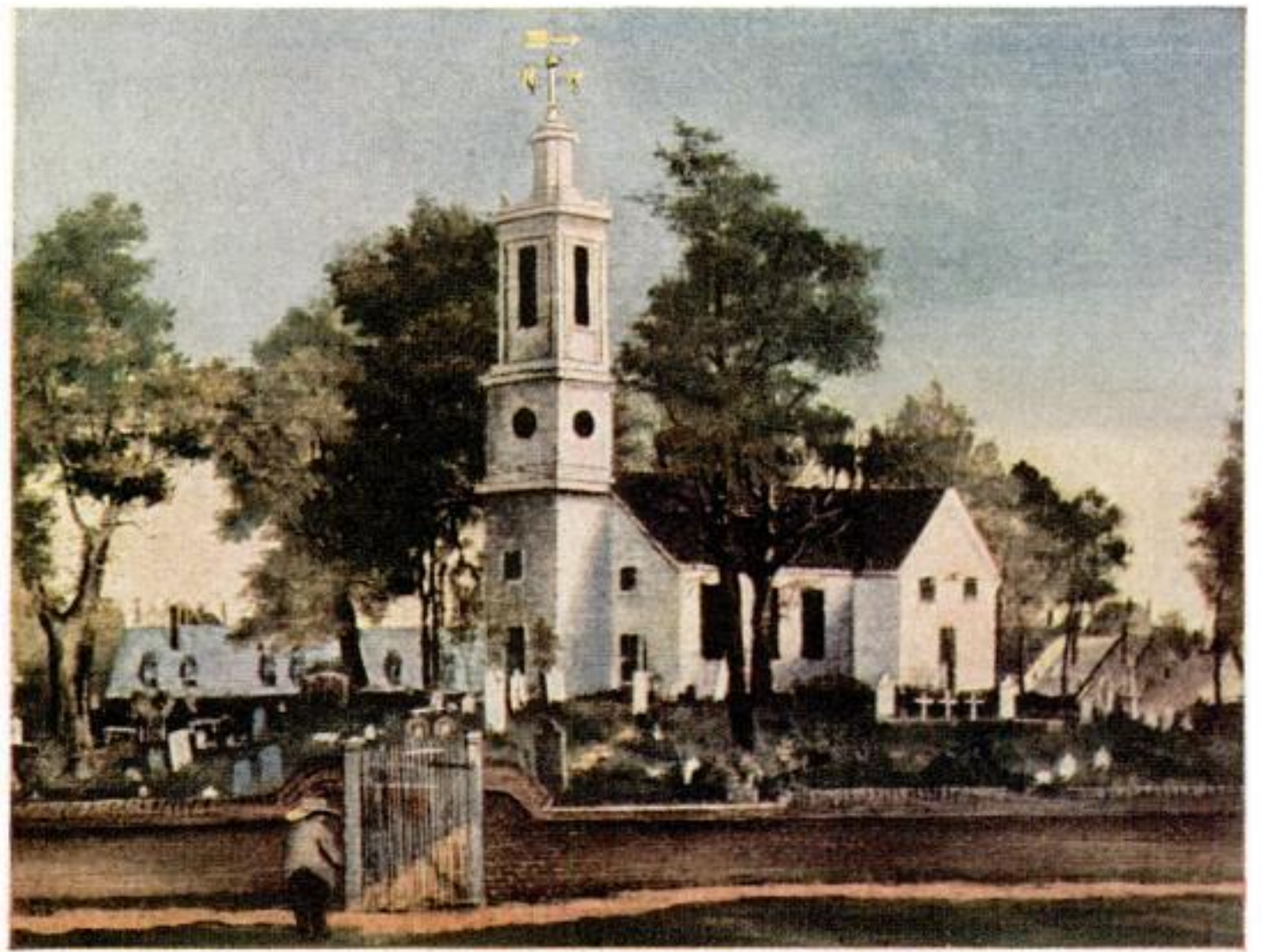
"Fire of the Warehouse of Henry Webb and Company, Baltimore, 1827" shows how a fire was handled when volunteer firefighters dragged the pumps through the streets at night, shouting, ringing bells, blowing horns. Fire engines were not drawn by horses until 1830.



"Mrs. McCormick's General Store, Catskill, N. Y." is U. S. rural comedy in the Mark Twain tradition, set in the village that Washington Irving made famous as home of Rip Van Winkle. Boy at left is stealing fruit while his companions distract Mrs. McCormick.



"Shooting for the Beef," by George Caleb Bingham, illustrates a favorite pioneer sport. Good marksmen paid to enter a shooting contest. The best shot won a turkey, a keg of whisky or a cow (left). "Turkey shoots" are still held in many rural parts of the U. S.



"St. John's Churchyard, Richmond, Virginia" shows the architecture at which early U. S. builders excelled: the colonial church, symbolizing by its simple grace the faith of our forebears. In this church Patrick Henry spoke his seven famous words about liberty and death.

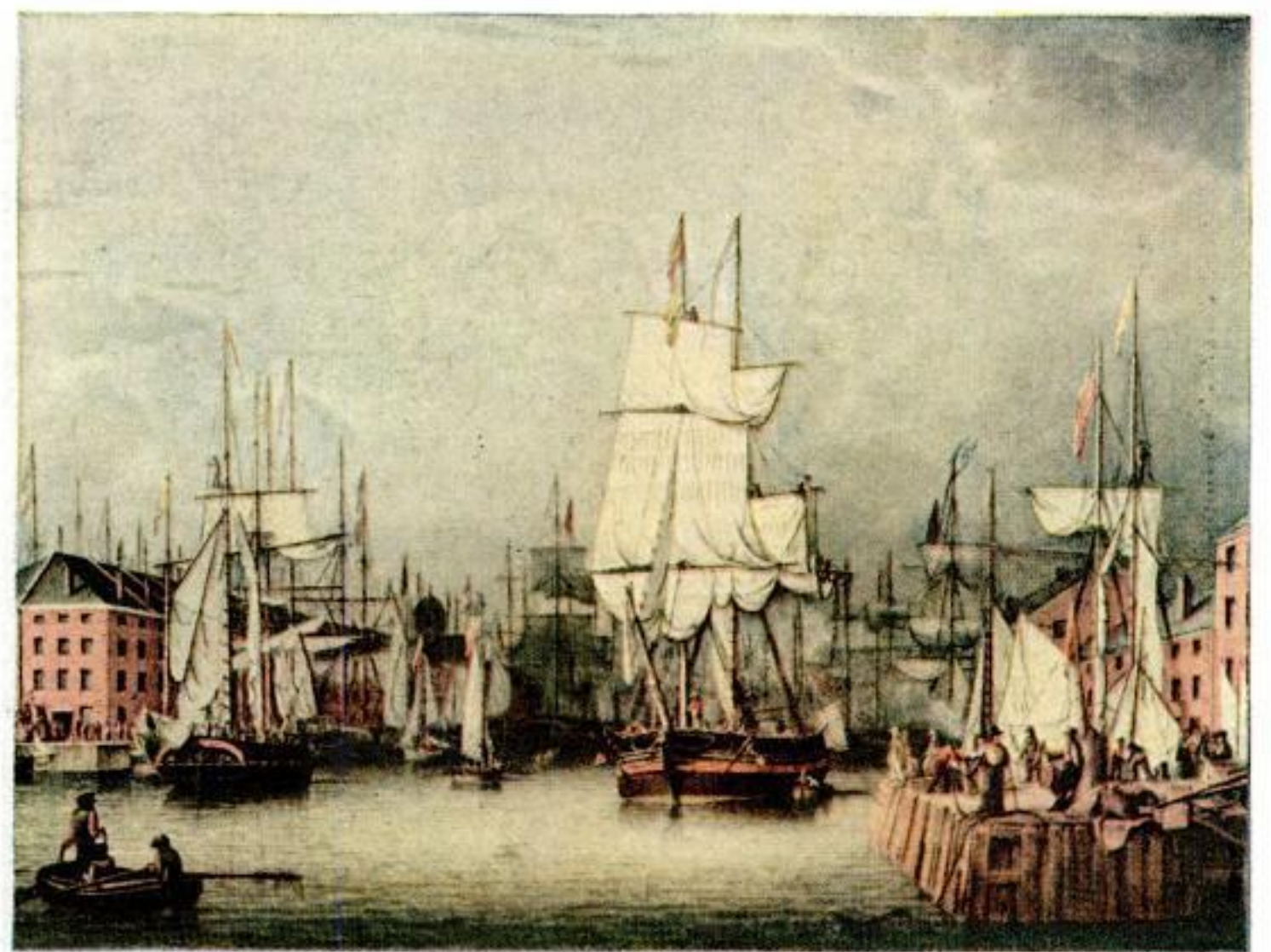


"Emigrant Train," by Samuel Colman, was painted in 1870, one year after the transcontinental railroad put an end to covered-wagon travel. Following the hazardous route of the Pony Express from Missouri to California, this caravan is fording Medicine Bow Creek in

the Rocky Mountains near Laramie, Wyo. By painting this little string of six wagons in lonely contrast with the overpowering grandeur of mesa and mountain, Artist Colman pays tribute to the pioneer spirit that dared push westward over such barriers to a new life.



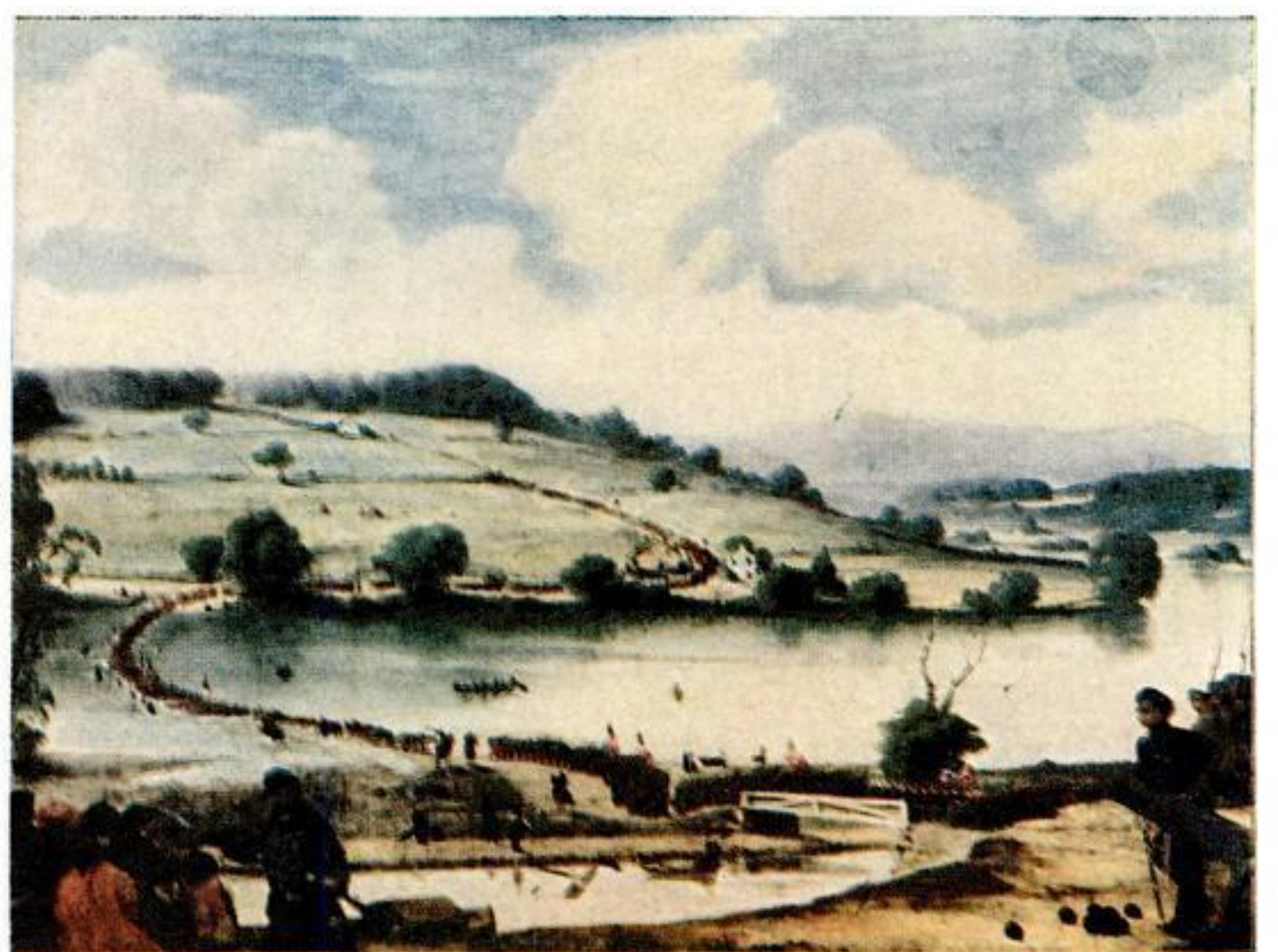
"Placer Mining," by Chadwick, is a scene from California's gold rush in '49 when any adventurer might find fortune in his shovel. Prospectors are dumping deposits of sand and gravel (called "placers") into wooden trough where buckets of water wash loose the gold.



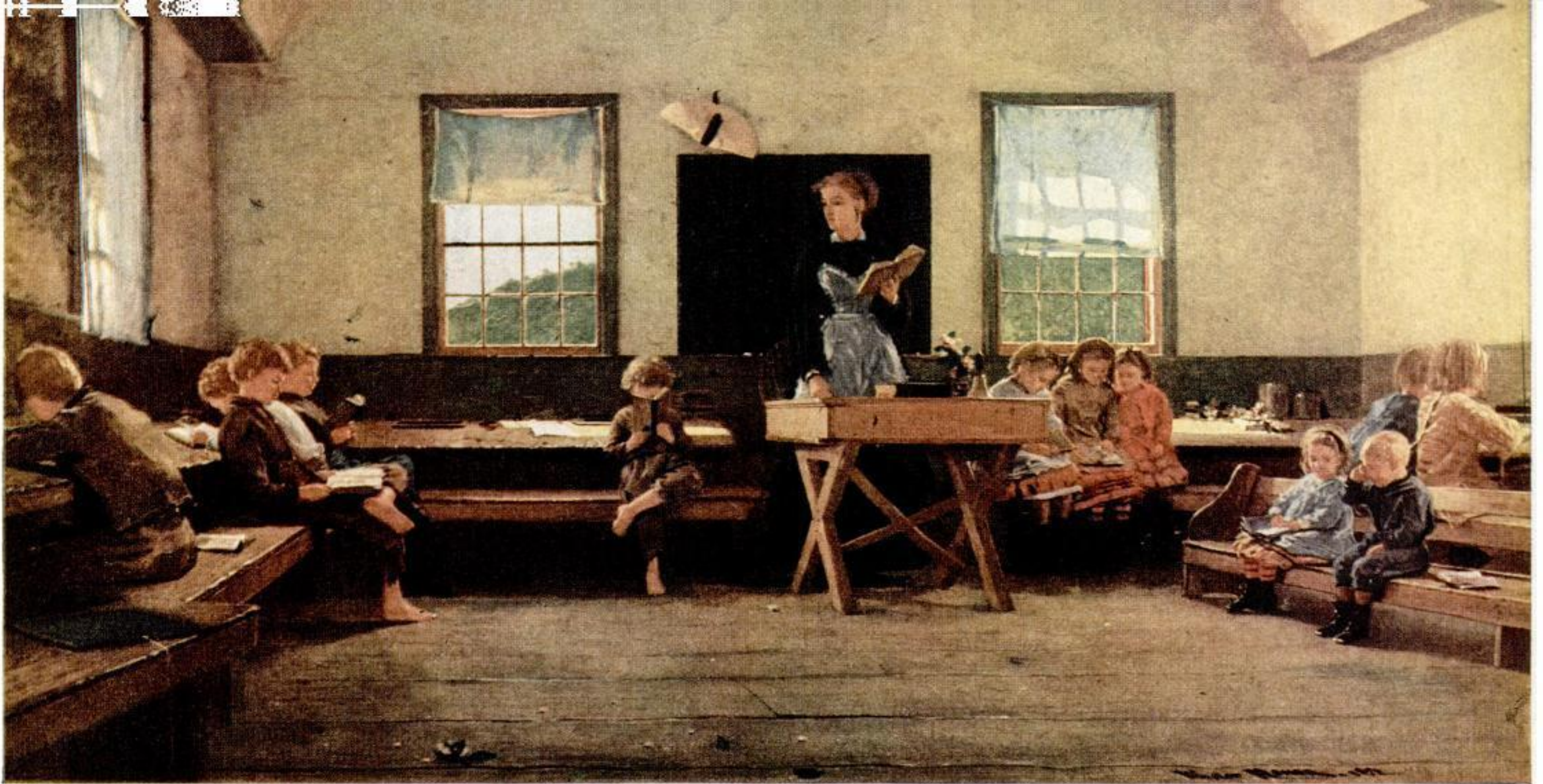
"Boston Harbor—Long and Central Wharves" was painted by Robert W. Salmon in 1832 when Boston was shipping center of the new U. S. empire of commerce and when its jungle of masts teemed with emigrants, merchants, sailors unloading cargoes of coal and molasses.



"Yankee Peddler," with bells jingling on his wagon, stops his horses at a feed trough while rural housewives come out to inspect his ribbons, combs, soap, clocks and the coffee grinder he holds up so temptingly. This gay scene was painted by John Ehninger in 1853.



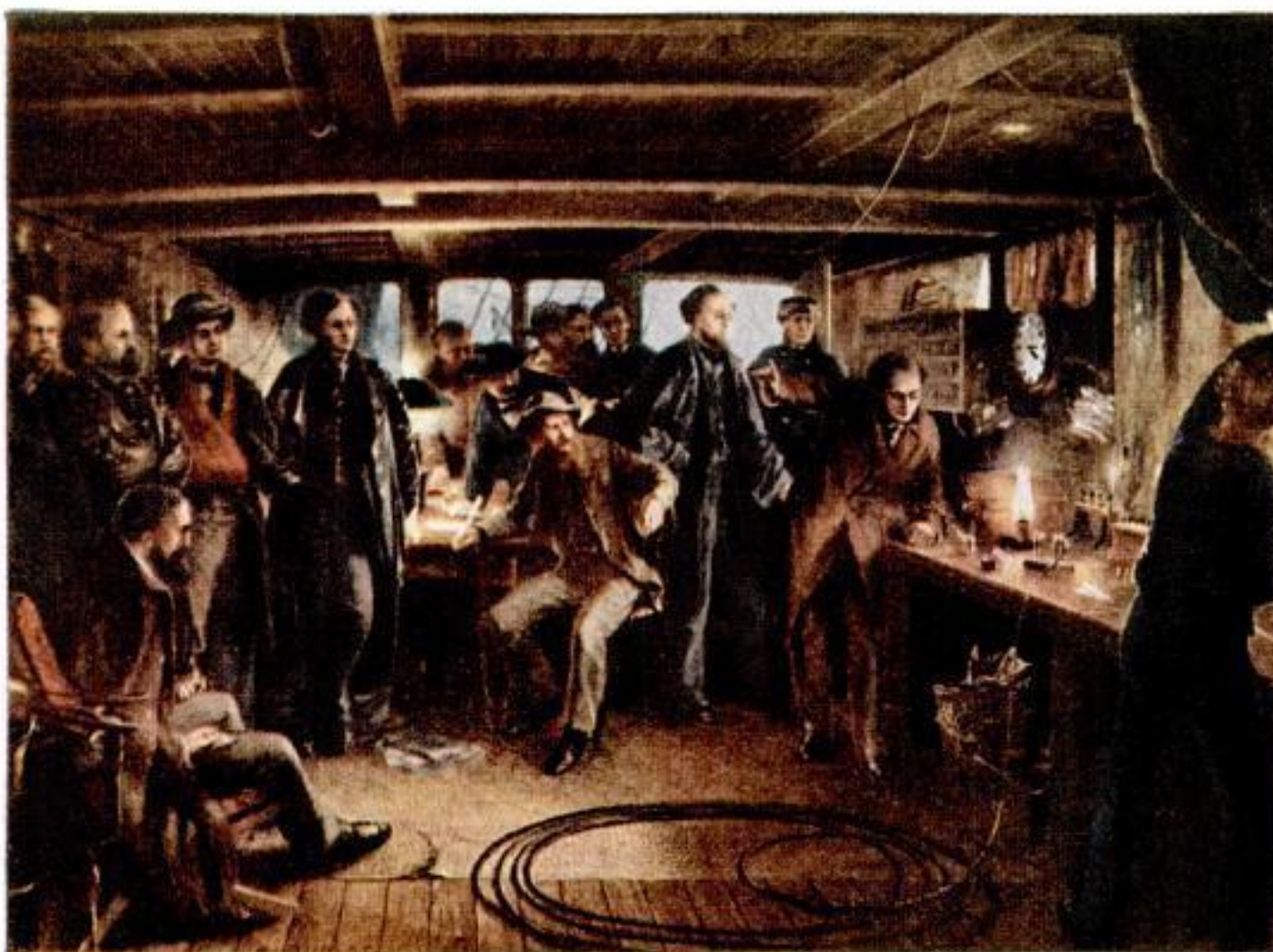
"General Doubleday Crossing the Potomac" is David G. Blythe's painting of a June day in 1863 when Union soldiers forded a shallow turn in the Potomac and marched over the green hills of Maryland, not knowing they were on their way to the great battle of Gettysburg.



"New England Country School," by Winslow Homer, is a familiar scene to millions of Americans, with its wooden

benches and barefoot children, all under one teacher, studying in one room. The time is about 1870. A New England-

er himself, Homer reveals even in this homely subject the strength and grandeur that made him a great U. S. painter.



"Awaiting the Reply," by Robert Dudley, shows the tense moment after the Atlantic cable was laid in 1866, when U. S. scientists awaited the reply to their first message to Ireland.



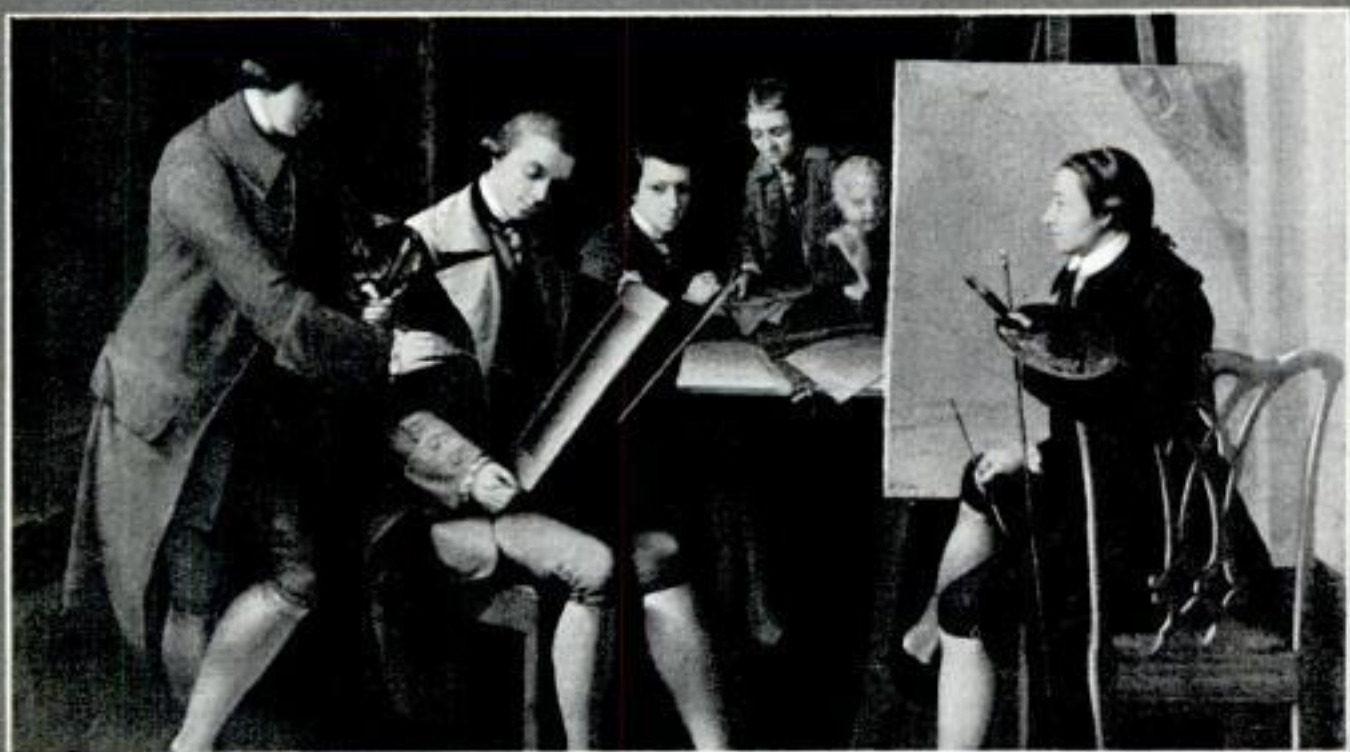
"New England Country Store" is Thomas Wood's painting of the great U. S. institution which offered its customers "pork, paints, farina, figs, hats, crockery, boots, tripe, cravats."

"The 9:45 a. m. Accommodation, Stratford, Connecticut" rings with the hubbub of a country railroad station when

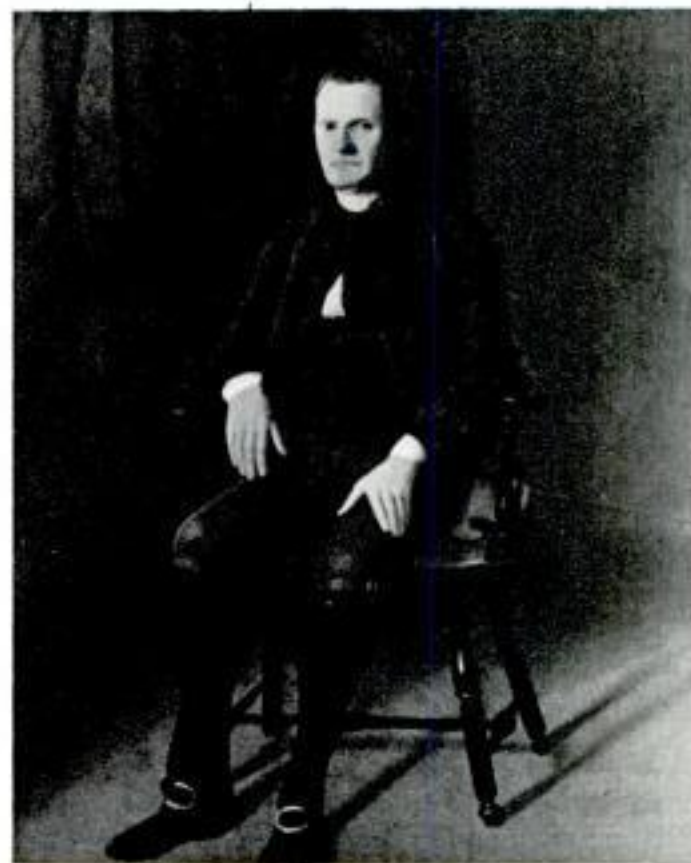
wagons, carts and a stagecoach met the morning train. This was painted by Edward Lampson Henry in 1867, 38 years

after first U. S. railroad was built, shows old type of wood-burning engine that jolted along with plenty of fireworks.

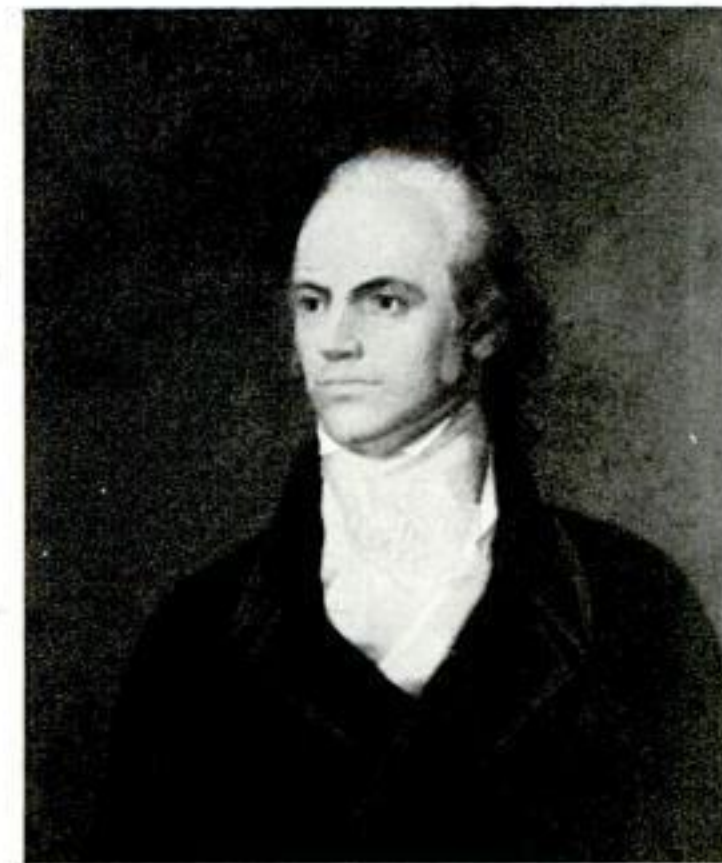




THE AMERICAN SCHOOL, by Matthew Pratt, shows Benjamin West, U. S. painter, running his school in London for American artists in 1765. West (left) is correcting Pratt's drawing.



ROGER SHERMAN, Puritan statesman of Connecticut, was called as "honest as an angel."



AARON BURR, Vice President of the U. S., was painted year he shot Alexander Hamilton: 1804.



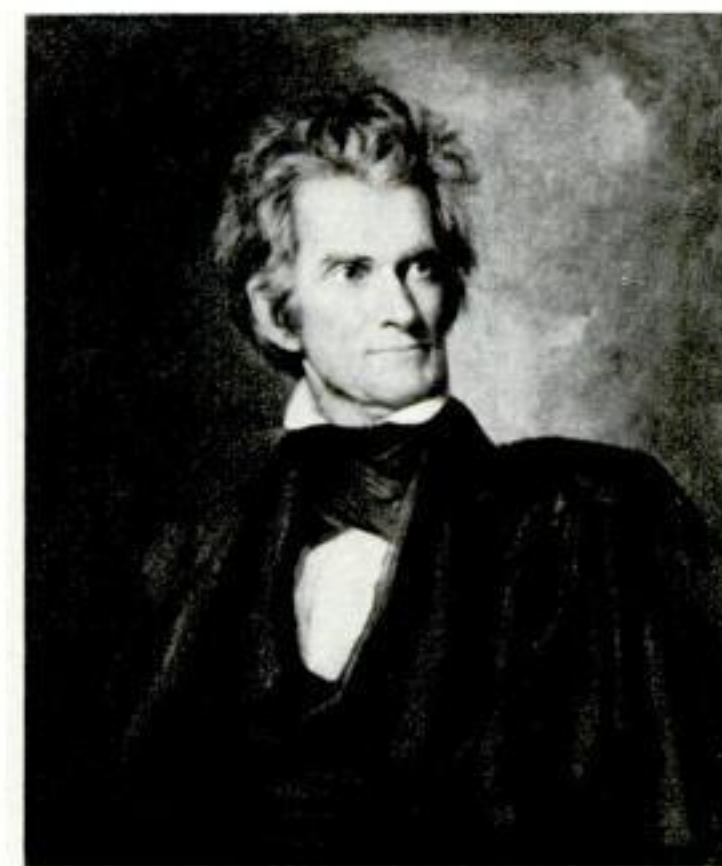
JAMES MONROE is by Gilbert Stuart, who was ordered to paint U. S. Presidents by batches.



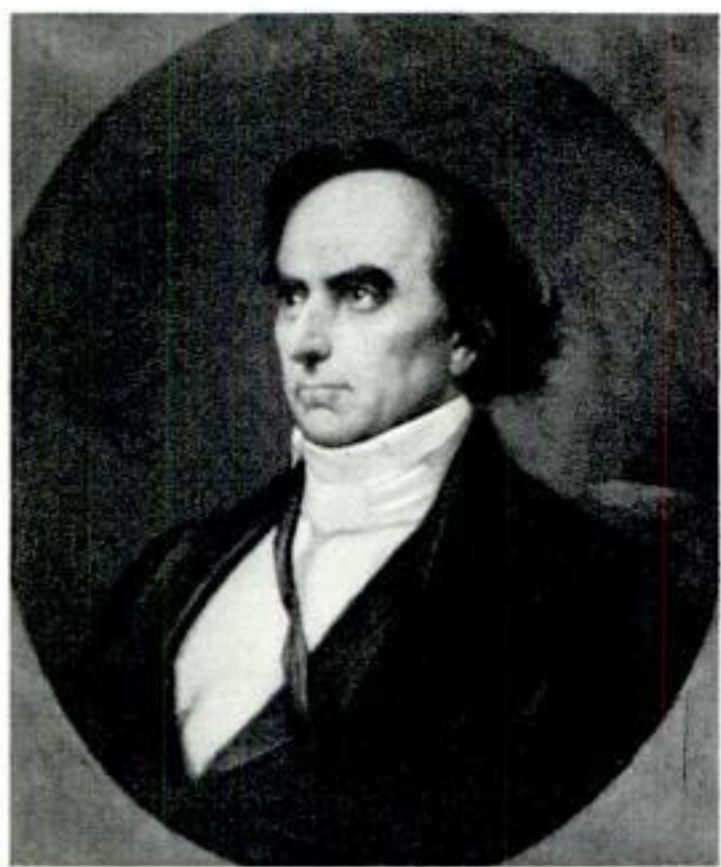
ANDREW JACKSON, by Samuel Waldo, looks deserving of his nickname, "Old Hickory."



ELI WHITNEY, inventor of cotton gin, is by Samuel F. B. Morse, inventor of telegraph.



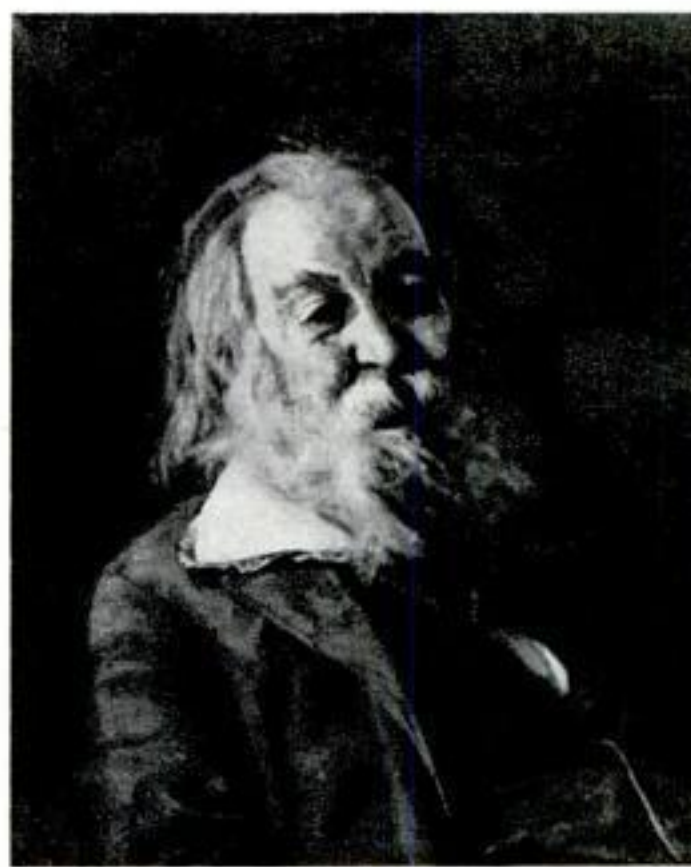
JOHN C. CALHOUN, the great statesman of the South, was "above all sectional prejudices."



DANIEL WEBSTER's "look would be enough to wither up a whole volume of bad logic."



MATHEW BRADY, Civil War photographer, is here preserved on canvas by C. L. Elliott.



WALT WHITMAN, the poet, by Thomas Eakins, declared, "I loafe and invite my soul."



ULYSSES GRANT after his death was painted by Ferdinand Boyle from a previous portrait.



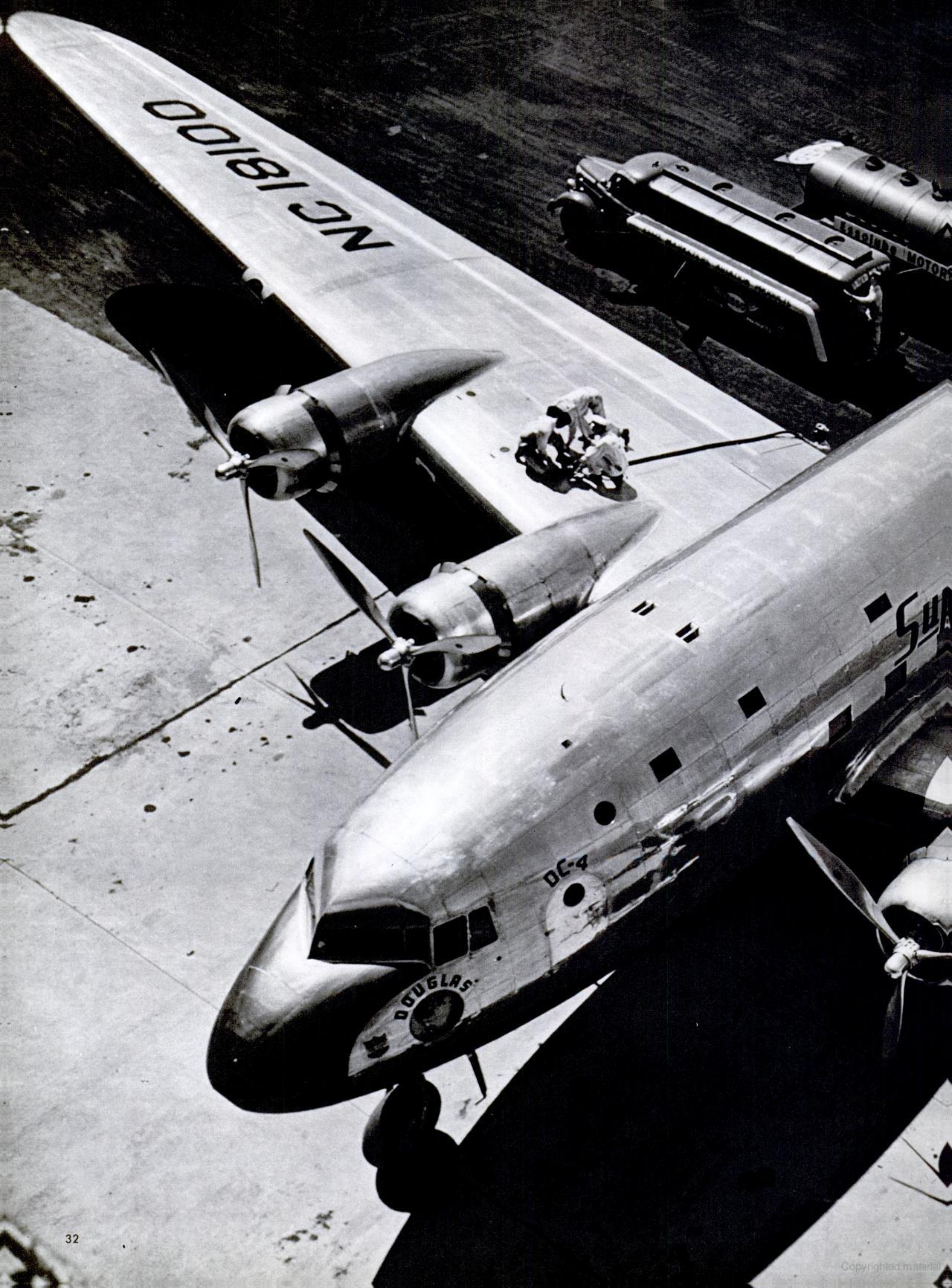
JOSEPH JEFFERSON, the actor, is painted with theatrical exaggeration by John S. Sargent.



WILLIAM JENNINGS BRYAN, the "Great Commoner," lost many causes, won many hearts.



MR. MORGAN AND MR. VANDERBILT IN A SLEIGH was painted by Scott Leighton about 1885, when sleighing was a favorite sport of New Yorkers. Man in rear with mustache is Morgan.





A \$2,250,000 PLANE

Spanning these pages is \$2,250,000-worth of airplane, as photographed by Margaret Bourke-White for LIFE at Newark Airport, June 5. That is what it cost to build this triple-tailed, four-motored Douglas DC-4, world's biggest land-transport plane. It seats 42 passengers, sleeps 30, cruises at 196 m.p.h., weighs 33 tons. Douglas will sell DC-4's for about \$450,000 each. So far, nobody has bought one. Likeliest customer is United Air Lines, which has been test-flying this giant plane from coast to coast.

Airlines fear they may not have traffic enough to fill such a big plane. But 1939 has been the best year in U.S. air-transport history. If United buys DC-4's, other lines will meet competition by buying DC-4's or big planes made by Boeing or Curtiss.



REAL HAIR "RATS" ARE USED UNDER CURLS TO GIVE THE EFFECT OF A BUSTLE

BUSTLES GIVE BLACK A LIFT

At the beginning of summer, smart women who stay in town like to wear sheer "little black dresses." Because most "little black dresses" look alike, retailers struggle each year to find something which will make them seem new. This year Lord & Taylor's dress buyer pounced on the bustle as the novelty which would give a lift to the little black perennial.

Bustle evening dresses have been in the news since the spring Paris openings (*LIFE*, March 27). The photographs on this page show two outfits, typical of the so-called daytime bustle dress, one with a short flared peplum, the other with a large back bow.

To complement the bustle dress, Josef, hairdresser at Helena Rubinstein's, created the bustle coiffure. This is achieved by winding side and front curls around modern rats made of shellacked hair.



THE BACK-FLARE OF THIS TWO-PIECE DRESS KEEPS YOU SITTING UPRIGHT



THIS 1870 SILHOUETTE IS ACHIEVED BY THE BIG BLACK BOW AT BACK

New International

DELIVERY TRUCKS



*with All-Steel
... Streamlined METRO Bodies*

TWO NEW CHASSIS

These new International Trucks with Metro Bodies are new in every respect—completely International designed and built. They are not so-called body-builders' conversions.

D-2-M

½-ton Chassis in 2 wheelbase lengths: 102-inch, for the 7½-foot body; and 113-inch, for the 9½-foot body.

D-15-M

¾- to 1-ton Chassis in 2 wheelbase lengths: 102-inch, for the 7½-foot body; and 113-inch, for the 9½-foot body.

Double the cubic capacity of the standard panel body on the same wheelbase length is now offered you in these new International Trucks with the new Metro Bodies.

And only in these two International Trucks can you get these new Metro Bodies.

There are no fenders, no running boards, no hood. There is a smooth floor, a greater area for loads, better distribution of weight. Modern insulation throughout; refrigerator insulation also available.

These new trucks handle easier, park easier and in less space. They are easier on the driver, because they are easier to drive, easier to get in and out of, easier to load and unload. There are wider doors, there is more headroom, the driver is farther front, the gear-shift control is on the steering column, and there is greater visibility.

Never before, to our knowledge, have streamlined beauty, increased utility, and absolute economy been combined to greater advantage for multi-stop service.

If this does not happen to be the type of truck you need in your business; if you need just a small half-ton pick-up or a great powerful 6-wheel dump, or any size or type in between, you will find it in the complete International line.

There's an International Dealer or Branch in your immediate vicinity—ready and eager to demonstrate the right International chassis and the correct International body for increasing your trucking efficiency and profit.

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2 ways of looking at a great whiskey

(ONE WAY)



1. "The most painstaking tests consistently fail to evince any evidence of even minute traces of sweetness in Paul Jones Whiskey."



2. "Further investigation, nevertheless, reveals an abundance of those elements that endow a whiskey with distinctive character and an affinity for certain of the taste-buds."



3. "Therefore, it would seem reasonable to assume that Paul Jones Whiskey, when ingested, will in most cases actuate an emphatic approval."

(A BETTER WAY)



1. "All you have to do to find that Paul Jones is truly DRY—not the slightest speck sweet—is to pour yourself some and try it!"



2. "With all its DRYNESS, Paul Jones is full-flavored and satisfying—as a man's whiskey ought to be! Get a bottle and judge these qualities yourself."



3. "Just try DRY Paul Jones today—at home or at your favorite bar—and you'll probably make it your whiskey for life!"

Paul Jones

IT'S DRY*

Every drop is WHISKEY

A blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore

*DRY means not sweet

EDUCATION

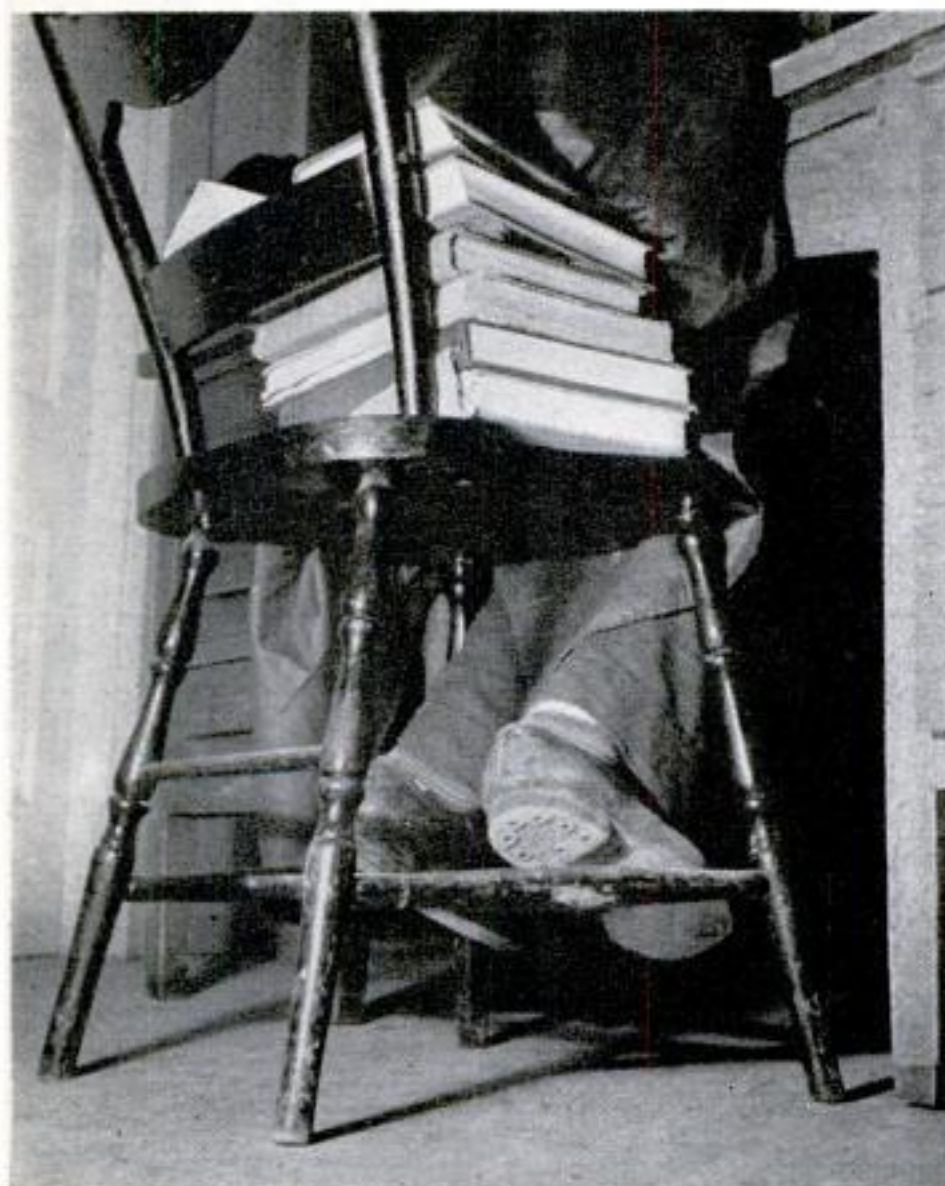
CHILDREN'S COURT RULES WEST DALLAS PLAYGROUND

Many a Texas bad man was born and bred in West Dallas, and today in its streets urchins play at being Clyde Barrow, Bonnie Parker or the Hamilton brothers. They throw rocks, play tricks on policemen, raise hell. But this year there are 300 exceptions to this rule—children who frequent the playground of the Toy Loan Association, neighborhood's only playground.

This spring the children came forward with their own plan for juvenile law and order: a "court" to punish infractions of their playground code. Judge and court attachés are elected by the children from their own number. Court sessions are serious, penalties real. Juvenile authorities are enthusiastic, hope the children, by learning to be good playground citizens, will become good citizens of West Dallas.



Judge Billy Carpenter, 11, weighs a point of juvenile law. He preserves order in his courtroom with a wooden mallet.



No legal briefs but books from the Toy Shop library raise short judge to height required by the dignity of the bench.



Defense Attorney Flossie Molock, 10, points dramatically at Sam Meadows, 10, charged with throwing rocks at girls. Reporter records "Bill tolled him to stop 3 times." Sam

didn't, so the patrols arrested him. Children insist judge, prosecutor (*high stool*) and Flossie wear black robes for dignity. Ahead of Texas law, court allows women jurors (*left*).

Court spectators are usually playfellows, at judge's discretion a few adults (above: local judges, probationary officials, social workers), but children thought it up, operate with-

out interference. Officials are satisfied a child respects the judgment of his peers more than their own authority, hope he will learn a healthy respect for law, avoid real crime later.



CONTINUED ON NEXT PAGE

**IT SOUNDS TOO GOOD
TO BE TRUE!**

A MARYLAND FISHERMAN, VISITING IN AUSTRALIA, CAUGHT A GIANT SUNFISH, ESTIMATED TO WEIGH 1½ TONS. BUT THIS RECORD CATCH NEVER MADE THE RECORD BOOK BECAUSE A SCALE LARGE ENOUGH TO WEIGH THE MONSTER COULDN'T BE FOUND.



HERE'S ANOTHER THRILL! YOU CAN GET A KENTUCKY STRAIGHT BOURBON WHISKEY, QUALITY-MADE SINCE 1880, FOR AROUND A DOLLAR A PINT. ASK FOR CRAB ORCHARD AND ENJOY A RICHER, SMOOTHER, MELLOWER BOURBON.



Crab Orchard

BRAND
KENTUCKY STRAIGHT BOURBON WHISKEY

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Children's Court (continued)



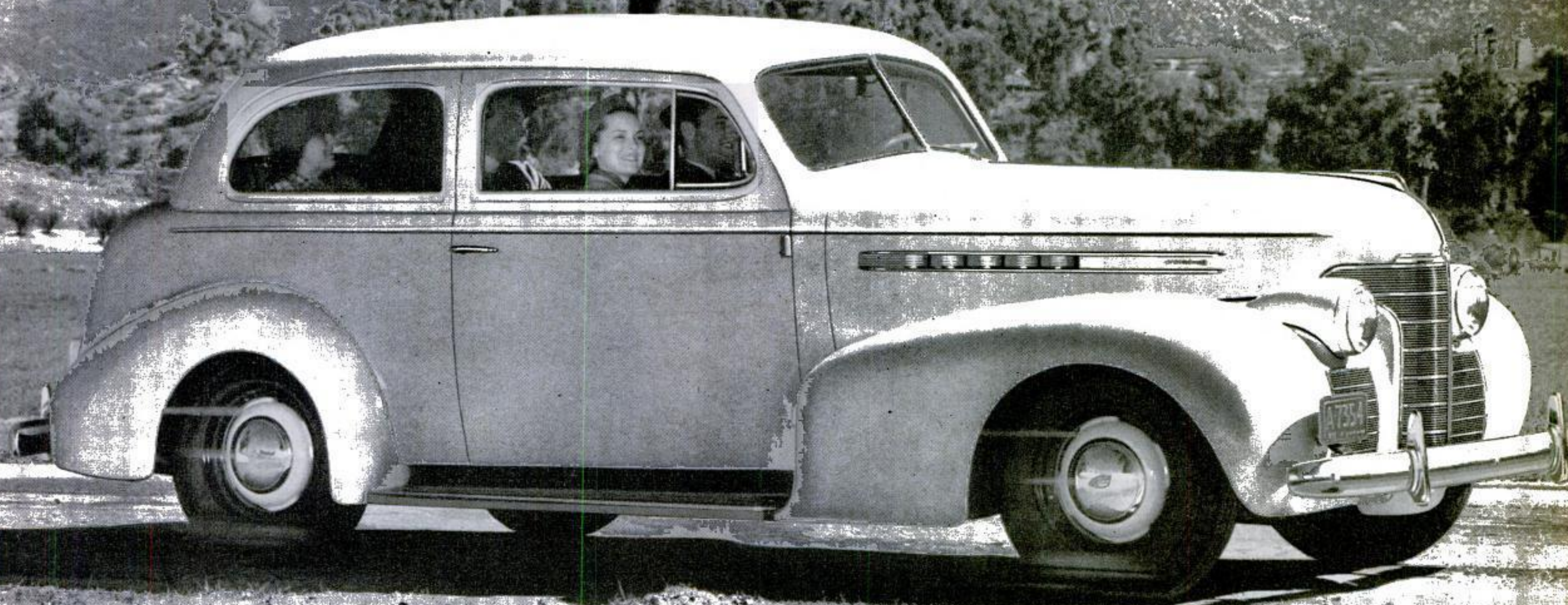
The defense rests. Attorney Flossie made an eloquent 10-min. address to the jury, protested the prosecution's demand to banish Sam from the playground for a week. Her plea to let her client go scot free impressed her adult audience, not the jury.



In the dock Prisoner Sam strikes a pose, smiles hopefully but fails to move the court. Guilt was established—Judge Billy himself saw him throw the rocks. Only question was the penalty. Prisoner's seat is a hard box to increase humiliation.

CONTINUED ON PAGE 40

LOWEST PRICED CAR IN AMERICA WITH MODERN COIL SPRINGS ALL AROUND!



OLDS 60 2-DOOR SEDAN '39

VISIT GENERAL MOTORS' EXHIBITS AT THE NEW YORK AND SAN FRANCISCO WORLD'S FAIRS

NOW, for the first time, you can buy a car with modern coil springs all around at a price right down in the low-price field. *And it's an Oldsmobile!* With all the stamina, performance and beauty you would naturally expect from this quality car. Just think—the big, 90 H.P. Olds Sixty Sedan, with wide-vision Body by Fisher and big, built-in trunk, is priced at \$106 less than last year's lowest-priced Olds trunk sedan. Furthermore, the smart 95

H. P. Seventy and the distinguished 110 H. P. Eighty have both been reduced in price. Visit your nearest Oldsmobile dealer and see Oldsmobile's three great cars for 1939. Check over their many fine-car features such as Dual Center-Control Steering, Handi-Shift Gear Control and self-energizing Hydraulic Brakes for greater handling ease and safety. Then, drive an Oldsmobile and try the revolutionary Rhythmic Ride. There's literally nothing else like it!



Oldsmobile's exclusive Rhythmic Ride is based on Quadri-Coil Springing, 4-Way Stabilization and Knee-Action Wheels. Big, flexible coil springs cushion all four corners of the car. They never require lubrication or adjustment. All up-and-down, fore-and-aft and side-to-side motion is controlled—body-roll minimized. You enjoy a smooth, steady, gliding ride whatever the road.

\$777 AND UP

* Delivered price at Lansing, Mich., subject to change without notice. Price includes safety glass, bumpers, bumper guards, spare tire and tube. Transportation, state and local taxes, if any, optional equipment and accessories—extra. General Motors Instalment Plan.

• A GENERAL MOTORS VALUE •

OLDSMOBILE

THE CAR THAT HAS EVERYTHING!

GIN QUIZ NO.2

Questions and Answers that will help you make better Martinis

By JOHN T. FITZGERALD

Chief Instructor, Bartenders School, Inc.
New York City



I

Why should a Martini be stirred instead of shaken?

Because shaking "bruises" the vermouth... that is, emulsifies it and makes the cocktail cloudy.



II

Are bitters necessary in making a Martini?

They are not needed to "cover the gin" if the gin is Hiram Walker's. But if you like the taste of bitters, that's reason enough for using a dash.



III

What is the difference between "Compounded" Gin and "Distilled" Gin?

"Compounded" gin is made by compounding the flavoring substances with alcohol and then reducing the proof. Distilled gin, such as Hiram Walker's, is made by distilling grain spirits through the juniper berries, coriander seed, and other imported flavor ingredients.



IV

Why do Hiram Walker Gins outsell any other kind?

Because uniform flavor is the most desirable characteristic in gin—and Hiram Walker's perfect flavor never varies. Hiram Walker has an exclusive method of measuring the exact flavor strength of each ingredient. And the famous "Controlled Condensation" keeps these flavors in perfect "harmony" throughout the entire distilling process.



MARTINIS for two
 $\frac{2}{3}$ Hiram Walker's Gin
 $\frac{1}{3}$ French Vermouth

Stir well with ice, strain, twist lemon peel over the glass, and serve with olive.

Harmonized
FLAVOR

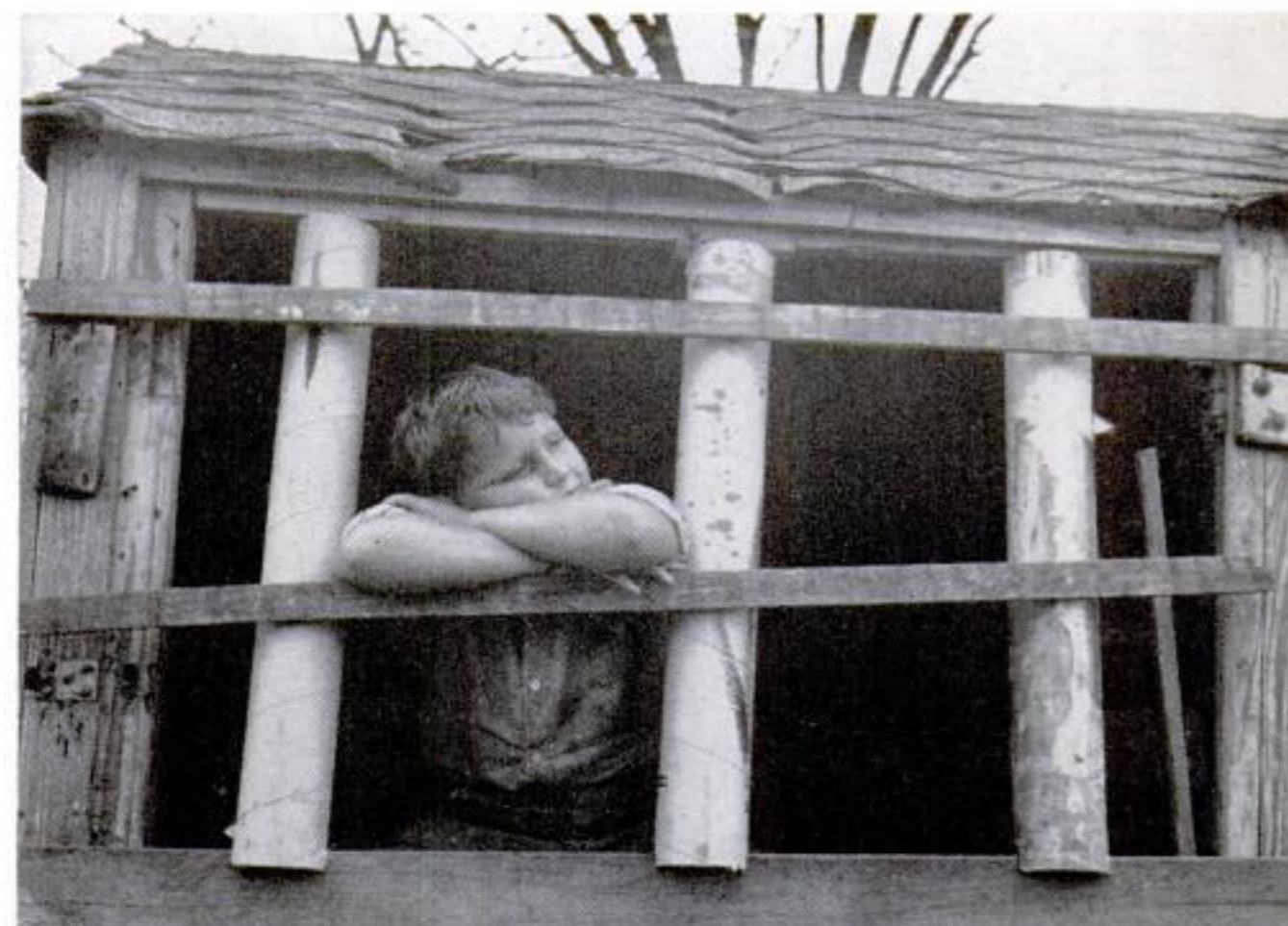
... that's why
America buys more
Hiram Walker Gins
than any other kind

Distilled from grain. 90 proof. Hiram Walker & Sons Inc., Peoria, Illinois

Children's Court (continued)



Convicted and sentenced by the jury, Sam hangs his head as he leaves in the custody of two patrols. He faces two hours in jail, ten days away from the playground.



Behind bars, Sam serves his sentence. Jail is a converted woodshed. The sentences range from 30 min. to four hours. Sam got the limit in exile from the playground.



From his cell window Sam can watch the others playing nearby. This is calculated to impress on him the cost of his misdeeds, lets the others keep an eye on him.

Our "Powder Room" on every road



Copyright 1933, by The Texas Company

"You're lucky, Betty," says Mother. "I remember when it was hard to find clean attractive rest rooms like this."

"Now, we just look for the green-and-white Registered Rest Room signs at Texaco Dealers along the road. Then we can always be sure."

★ ★ ★

You, too, can always be SURE. Our Registered Rest Room signs are always a promise of clean fully-equipped rest rooms at our stations.

They are backed by our signed pledges . . . and by our famous fleet of "White Patrol" inspection cars on the road in all 48 States.

You'll find Registered Rest Rooms marked by the neat green-and-white curb sign at Texaco Dealers. Look for it on every road.

SKY CHIEF sells for about half the price you paid in 1920 for the then regular gasoline, illustrating the continued success of the petroleum industry in providing the public with better products at lower prices.

Texaco "White Patrol" inspection cars guard Registered Rest Rooms. Many inspectors now have first-aid training and carry first-aid equipment.



TEXACO DEALERS

originators of REGISTERED REST ROOMS

Published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company. Tune in The Texaco Star Theatre—Wednesday Night—Columbia Network—9:00 E. D.T., 8:00 E. S.T., 8:00 C. D.T., 7:00 C. S.T., 6:00 M. S.T., 5:00 P. S.T.

Informal Hospitality in settings ideal



Upstairs — downstairs — *somewhere* around the house is a place for an informal "hospitality corner." Its purpose is to make entertaining easier, more enjoyable. When gatherings of congenial couples are planned, or when neighbors drop in, this friendly spot is a perfect background.

Here, too, is the place for the midnight snack, the Dutch lunch, the brimming glasses of pale-gold Schlitz. The brewers of the beer that made Milwaukee famous have asked an outstanding authority on home design—a prominent contributor to home decorating magazines—to suggest a few of the many possible treatments for "hospitality corners." His sketches and comments are found on these two pages.

These suggestions are intended, not as complete plans, but merely as basic ideas — leaving you free to work out your own adaptation to your particular home. It's a world of fun to make a "hospitality corner" and an endless source of pleasure after it's finished.

"The Roost"

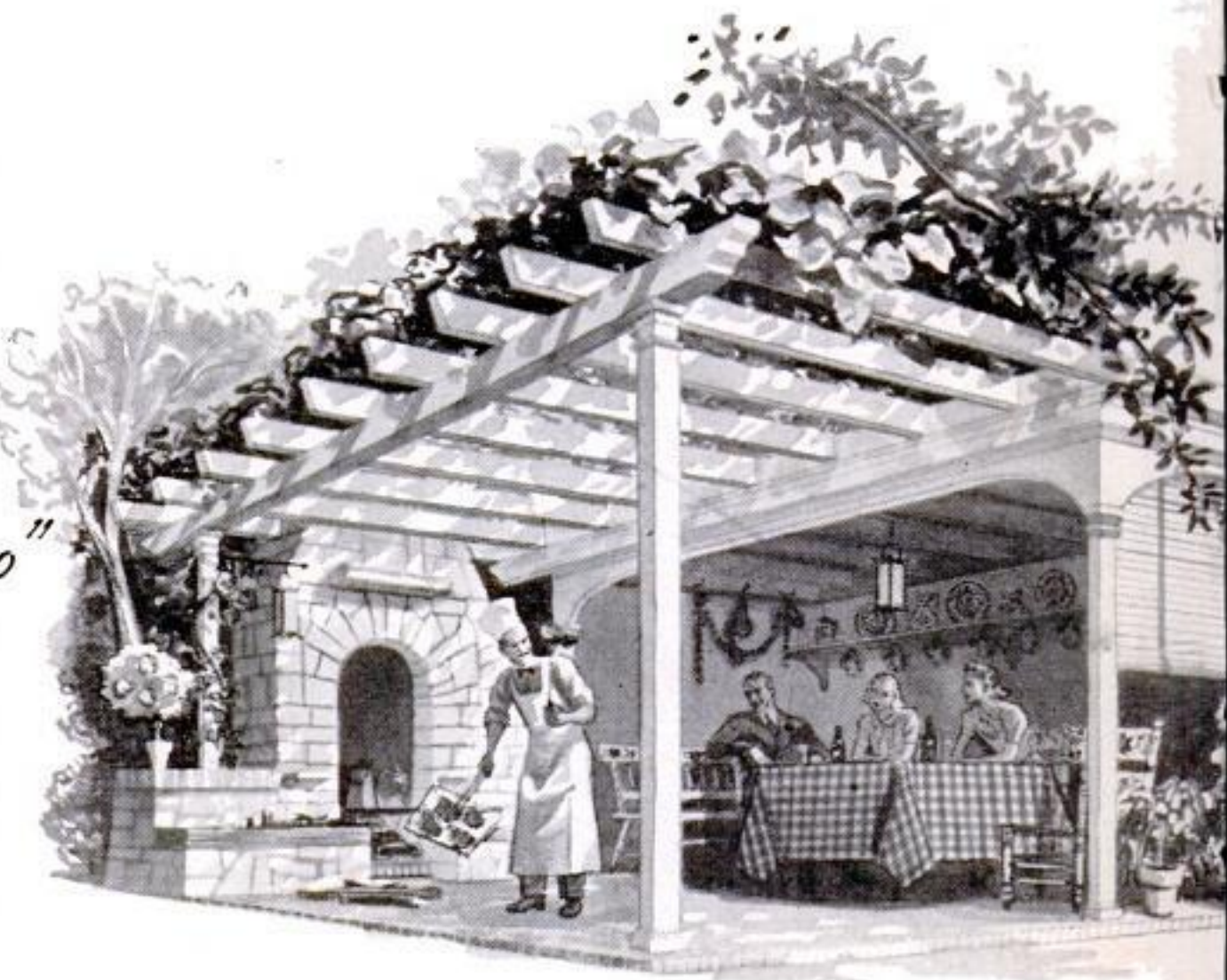
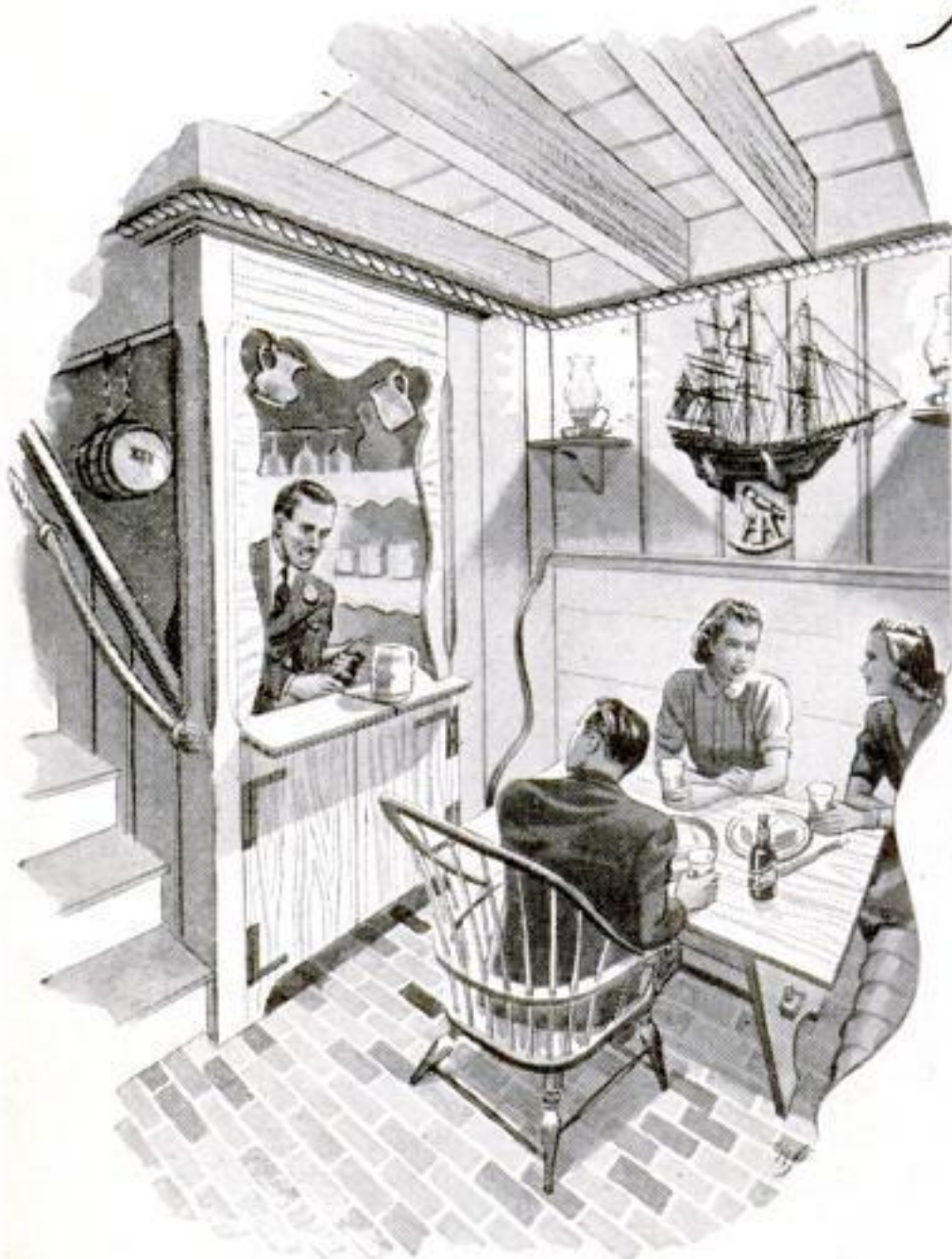
—a platform buried in the foliage of a big tree. There is a restaurant in a suburb outside Paris, called "Robinson," which is set in a grove of huge old trees. The patron has built dining platforms at various levels high in the branches of the trees, reached by winding rustic stairs. Here the delighted guests are served their dinners amid the twitter of birds and the rustling of the wind through the leaves. What could be more pleasant than to loll in a deck chair on a hot summer day, cool in the privacy of a leafy green cave, with a picnic lunch and a cold brown bottle?

"The Bo'sun's Rest"

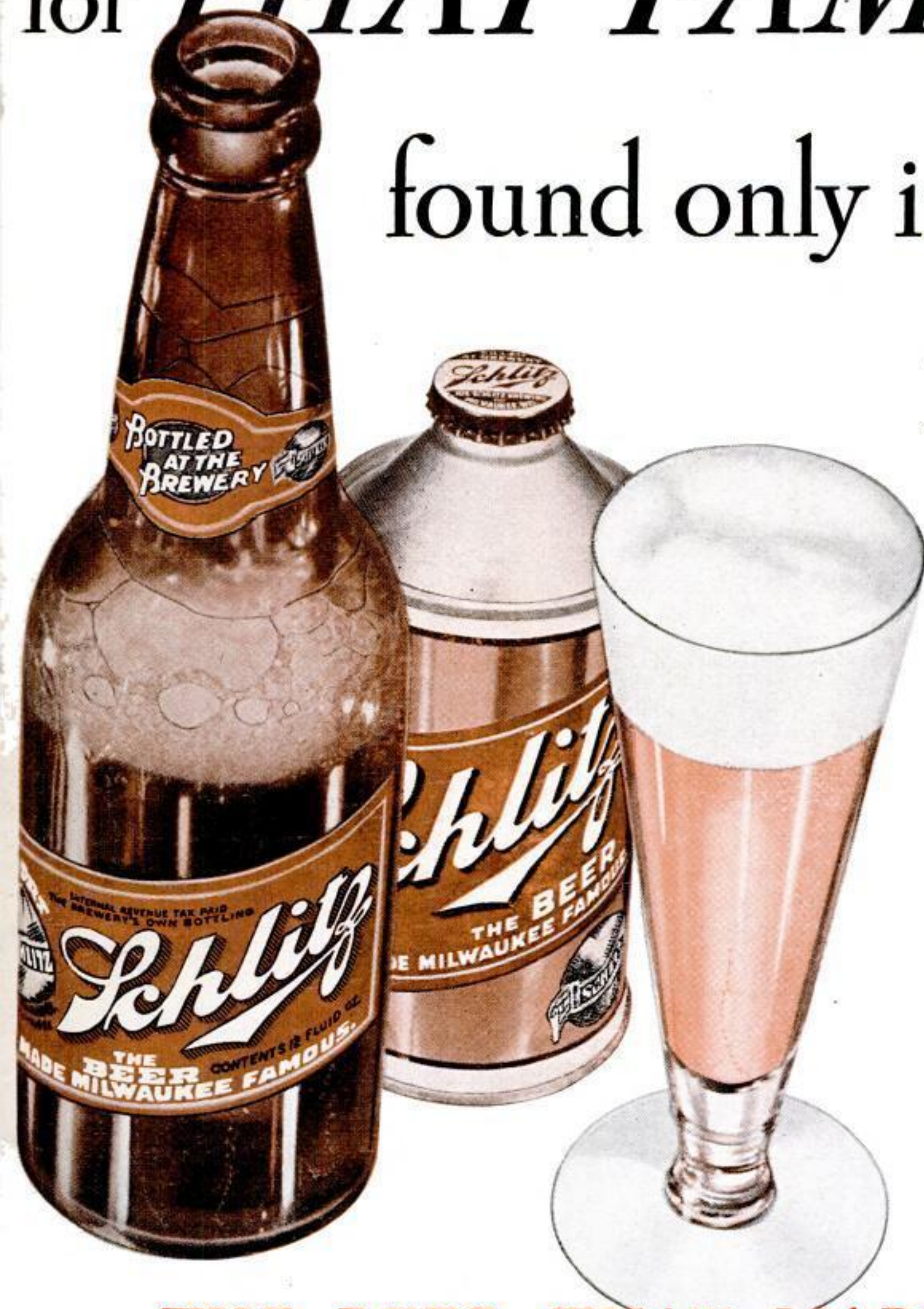
—an English Seaside Inn. An unused corner of the basement, partitioned with random width pine boards lightly stained. Existing cellar beams sprayed with stain to make the inn ceiling. High backed settles with leatherette cushions in bright red or green—ship models, hurricane lamps and other nautical equipment on brackets—linoleum in a brick pattern on the floor. A quaint swing-door bar carved out of the space under the stairs, with rows of pewter mugs, musty kegs, and gleaming pilsner glasses on the shelves. Furnished with simple oak tavern tables and sturdy windsor chairs.

"Al Fresco"

—a Dining Terrace with a Shelter House. The shelter, which may either be attached to the home or built in some picturesque spot in the grounds, can be very simple—merely a framework roofed with roofing paper and with the back boarded up. Or it can have a brick or rough stone wall with venetian blinds at the ends and front for shelter. The interior might be whitewashed and a high shelf could be decked with bright colored peasant pottery and copper as well as potted plants. It should contain a long settle, a trestle table, some iron or wooden chairs and several deck chairs. The arbor to have grapevines trained over it and an outdoor fireplace at one end for cooking.



for **THAT FAMOUS FLAVOR**
found only in **SCHLITZ**



Dry...not sweet...neither is it bitter

People who like real beer invariably love Schlitz. Its fragrant, distinctive bouquet is proof of its true-beer goodness. This great brew captures the piquant tang of the hops, yet it is not bitter; the full-bodied richness of the malt, yet it is not sweet. That famous flavor is cherished around the world.

That famous flavor of Schlitz comes to you intact in every bottle. *Here's why:* The air that sustains life can destroy the flavor of the beer *if sealed in the bottle. SO — WE TAKE THE AIR OUT OF THE BOTTLE AN INSTANT BEFORE WE PUT THE BEER IN.* An amazing new method that assures you brewery-fresh goodness *always*. Schlitz pioneers again!



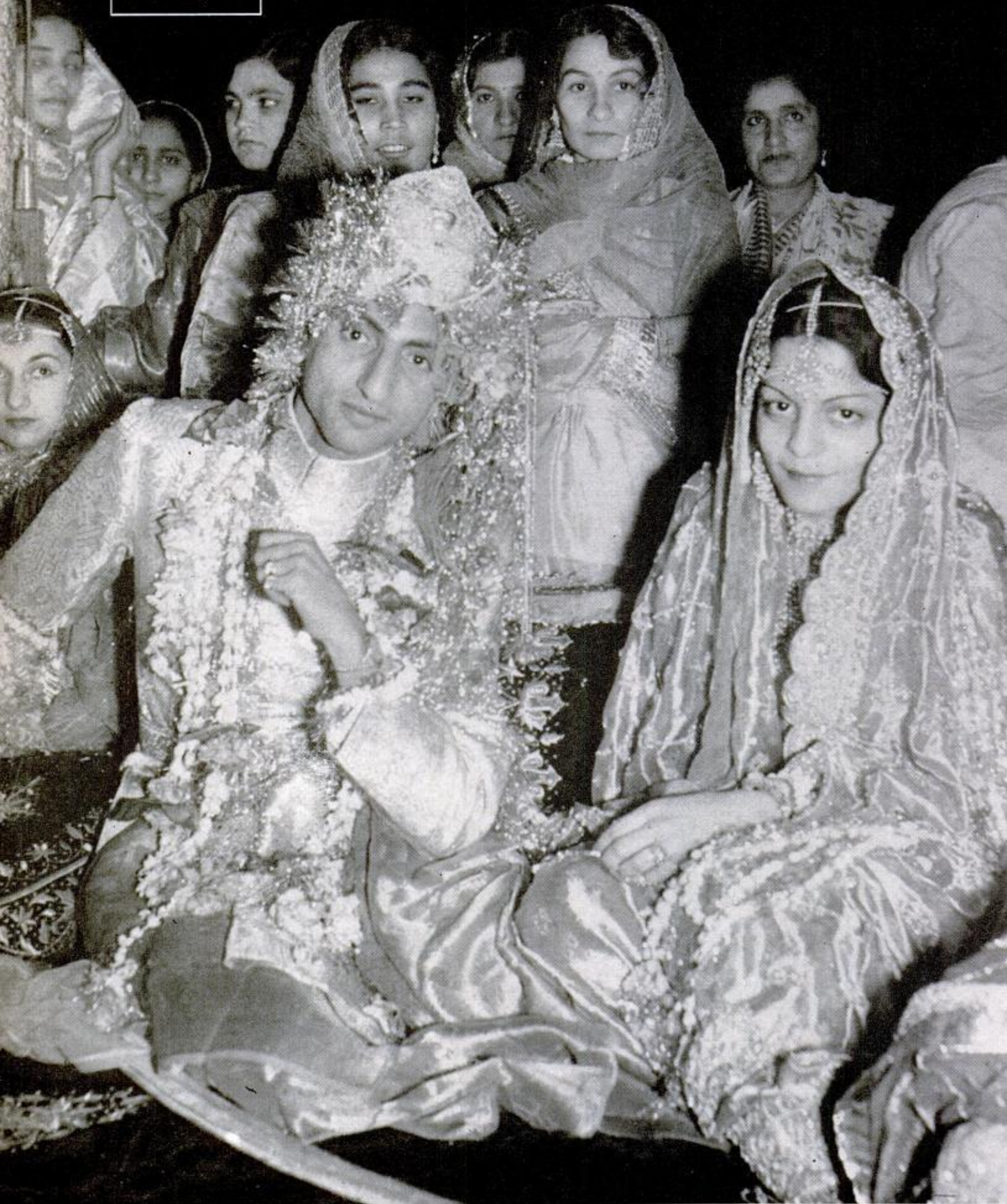
Copyright 1939 JOS. SCHLITZ
BREWING CO.,
MILWAUKEE, WIS.

THE BEER THAT MADE MILWAUKEE FAMOUS

"The Big Top"

—a Game Room under canvas, in the attic. Ceiling rafters of the attic concealed by a "circus tent" of brightly striped awning cloth which hangs from a wire strung just under the ridge pole, the tent to have scalloped edges. If necessary, walls can be finished with wall board, with closets in the corners for the game paraphernalia, the doors to be decorated with brightly painted copies of playing cards. Floor either of painted wood or linoleum with shuffleboard game painted in white. A ping-pong table (if space permits). A dart game, broad comfortable settle with plenty of cushions and of course some bridge tables and chairs.





THE BRIDAL COUPLE ARE PHOTOGRAPHED FOR THE FIRST TIME AT THE FEAST GIVEN BY WOMEN FOR THE BRIDE

FEAST IN BHOPAL

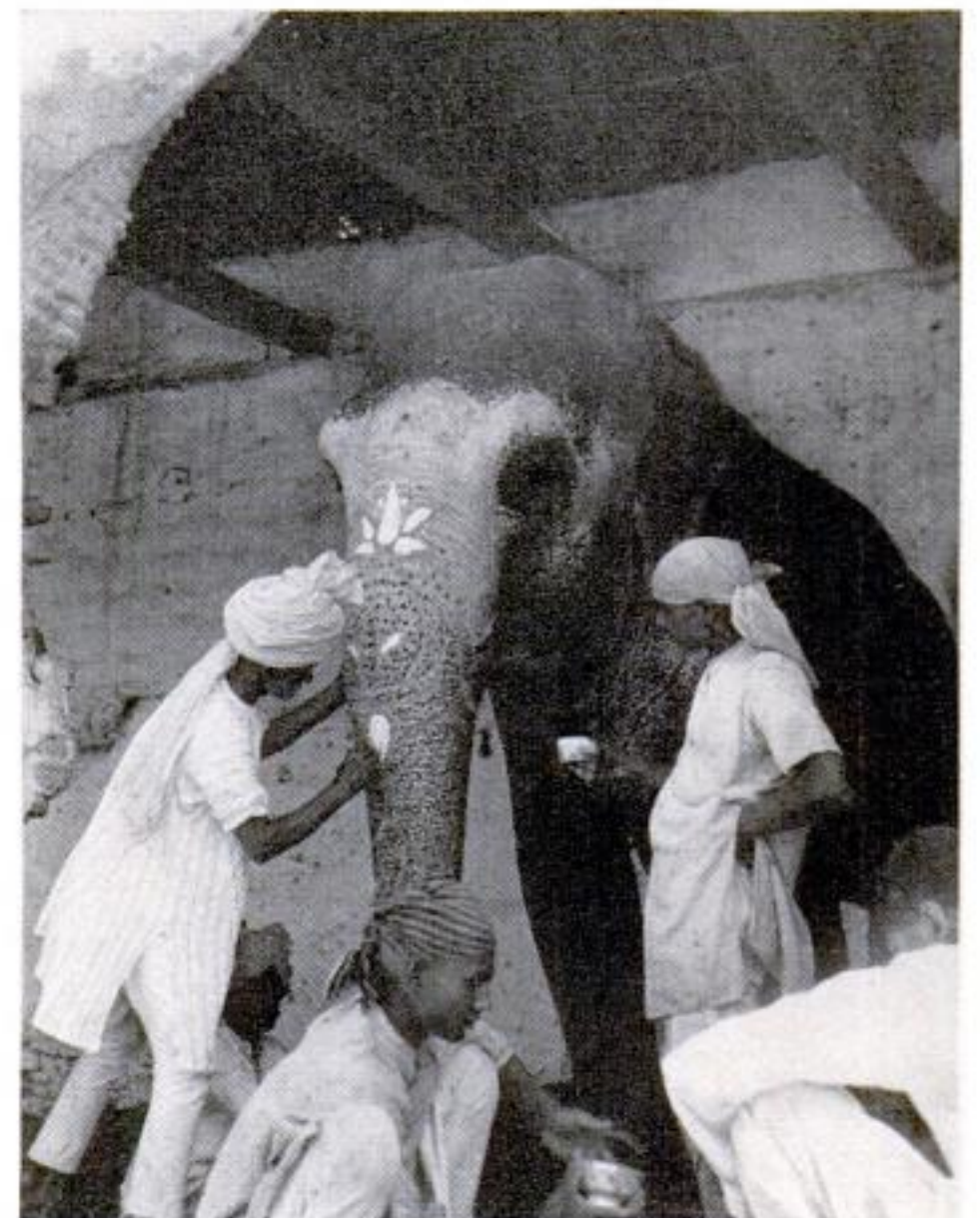
A marriage unites two of India's leading Moslems

Unique among India's 20 states is Bhopal, where women have ruled for 100 of its 200 years as an independent state. This matriarchy, resulting from accident rather than plan, ended only in 1926 when the Begum abdicated after a 25-year reign in favor of her son, the present Nawab. Whether feminine hands will again hold the scepter of power depends upon the destiny of the heir apparent, Princess Gauharitha.

Situated in the heart of India, midway between Delhi and Bombay, Bhopal is the second most important Moslem state in the land. Into its compact 6,900 square miles, 730,000 people are clustered in and about the capital city. At one end of the town, near the banks of a beautiful lake and surrounded by soft, green lawns, stands the royal palace. Its occupant, the 45-year old Nawab of Bhopal, is Croesus-rich. To the coronation of his Emperor, King George

VI of England, in 1937, he took 33 of his best polo ponies with him, spent \$375,000 on his two-months' trip.

To celebrate the marriage of his second daughter, Princess Sajida Sultan, a short time ago hundreds of distinguished Indians and a handful of Western visitors descended upon Bhopal. The bridegroom, the 29-year-old Nawab of Pataudi, himself one of the best cricket players in the Empire, arrived by special train. In accordance with strict Moslem rites, the bride was not present at her own wedding and during most of the gay festivities which followed the ceremony, Moslem men and women were kept apart. At the banquet which the women gave for the bride (*above*), the bridegroom was the only man present. It was the first time a picture has been taken of this Moslem feast. To accomplish this feat, the photographer had wisely brought along a woman assistant.



The elephants are painted with designs on their trunks and heads for the procession to be held during the festivities.



Turbaned soldiers of the Sultania regiment, named after bride's grandmother who ruled for 25 years, stand guard.



The young couple leave palace for a garden party. He wears a flowing turban, carries a curved sword. She wore a sari.

CONTINUED ON P. 46



A lovely luxury—percale sheets! Once out-of-reach...now down-to-earth

ONCE you had to be downright *rich* to be able to spread your beds with soft, luxurious percale sheets. And yet—how fastidious women coveted them...fresh...cool...petal-smooth. Then Cannon came to the rescue!

Now—praise be—you can afford to sleep on percale night in and night out. *Years* of this luxurious pleasure cost you only around \$1.49 a sheet...only a few pennies more than heavy-duty muslin!



Light, easy to handle. A Cannon Percale Sheet is a full half-pound lighter than a heavy muslin sheet. THINK what a blessed relief that amazing lightness means—if you do your own laundry. Here's the curse taken off the hardest part of wash day!



Lessened laundry bills pay for them! And if you send your laundry "out" at pound rates, this airy lightness can mean a saving in laundry costs of around \$3.25 per year per bed. Just think of it—every sheet's cost is saved long before it begins to wear out!



Thoroughbreds for endurance, too! Because Cannon Percale Sheets are woven with 25% more threads to the square inch than even the best-grade muslin, they can take the hardest kind of family wear. Laundry tests prove that these sheets will take *four years'* washings...and *still* be in good condition!



Convenient size labels. No refolding, no mistakes...there's a size label sewed into the hem of each sheet. Another of the superiorities that make these sheets such marvelous values! You'll find Cannon Percale Sheets for only about \$1.49 in most stores...immaculate, packaged, ready for use. (Also available at slightly higher prices in six soft colors: peach, azure, maize, pink, jade, dusty rose. Pillow-cases to match.)

* Cannon also has a muslin sheet that's just as good a value...and surprisingly low-priced!



NEWS! Cannon Hosiery! Pure silk...full-fashioned...sheer and lovely...better made to cut down "mystery runs." Ask about Cannon Hosiery at your favorite store.

*This price may vary slightly due to different shipping costs and seasonal fluctuations of market prices.

GUARANTEED BY GOOD HOUSEKEEPING MAGAZINE AS ADVERTISED THEREIN

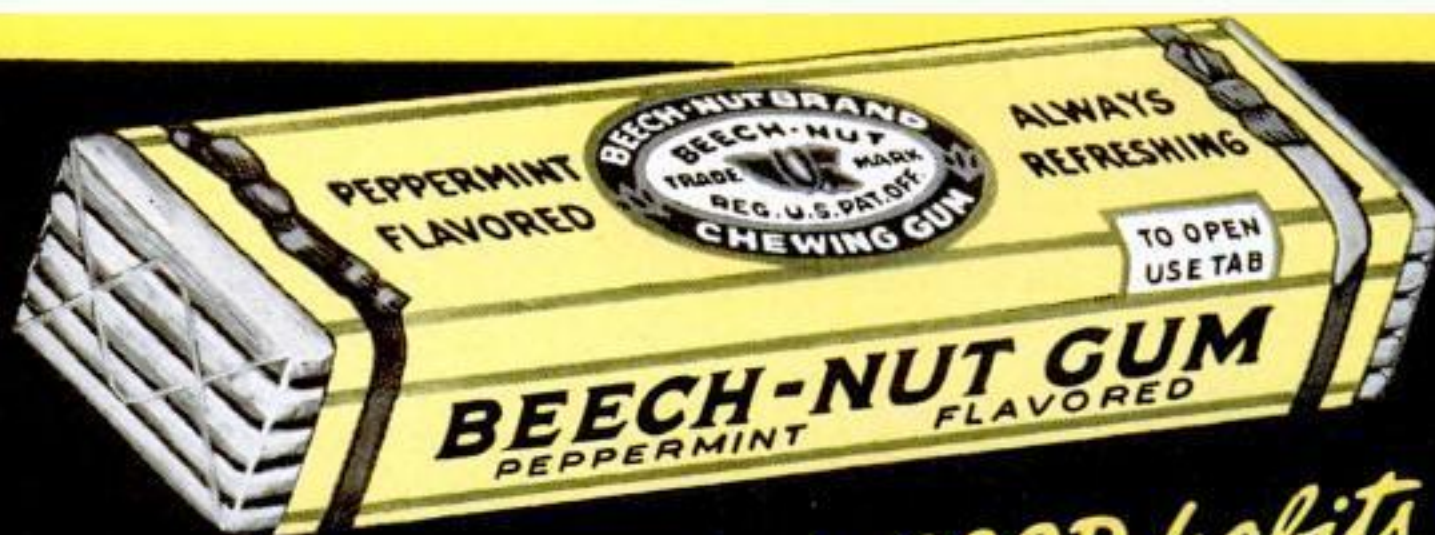
CANNON MILLS, INC., NEW YORK, N. Y.



**"YES! CLEANLINESS
IS JUST THE NOUN,
THAT BEST DESCRIBES
YOUR FLAVOR-TOWN"**



"Spic and span," people say when they first visit Flavor-Town (Canajoharie, N. Y.). "What flavor and quality," you'll say when you try a package of Beech-Nut Gum. Six varieties. Refreshing and restful.



One of America's GOOD habits

GOING TO THE N. Y. WORLD'S FAIR?

We invite you to visit the Beech-Nut Building there. If you're driving, we would be delighted to have you stop at Canajoharie, in the Mohawk Valley of New York, and see how Beech-Nut products are made.

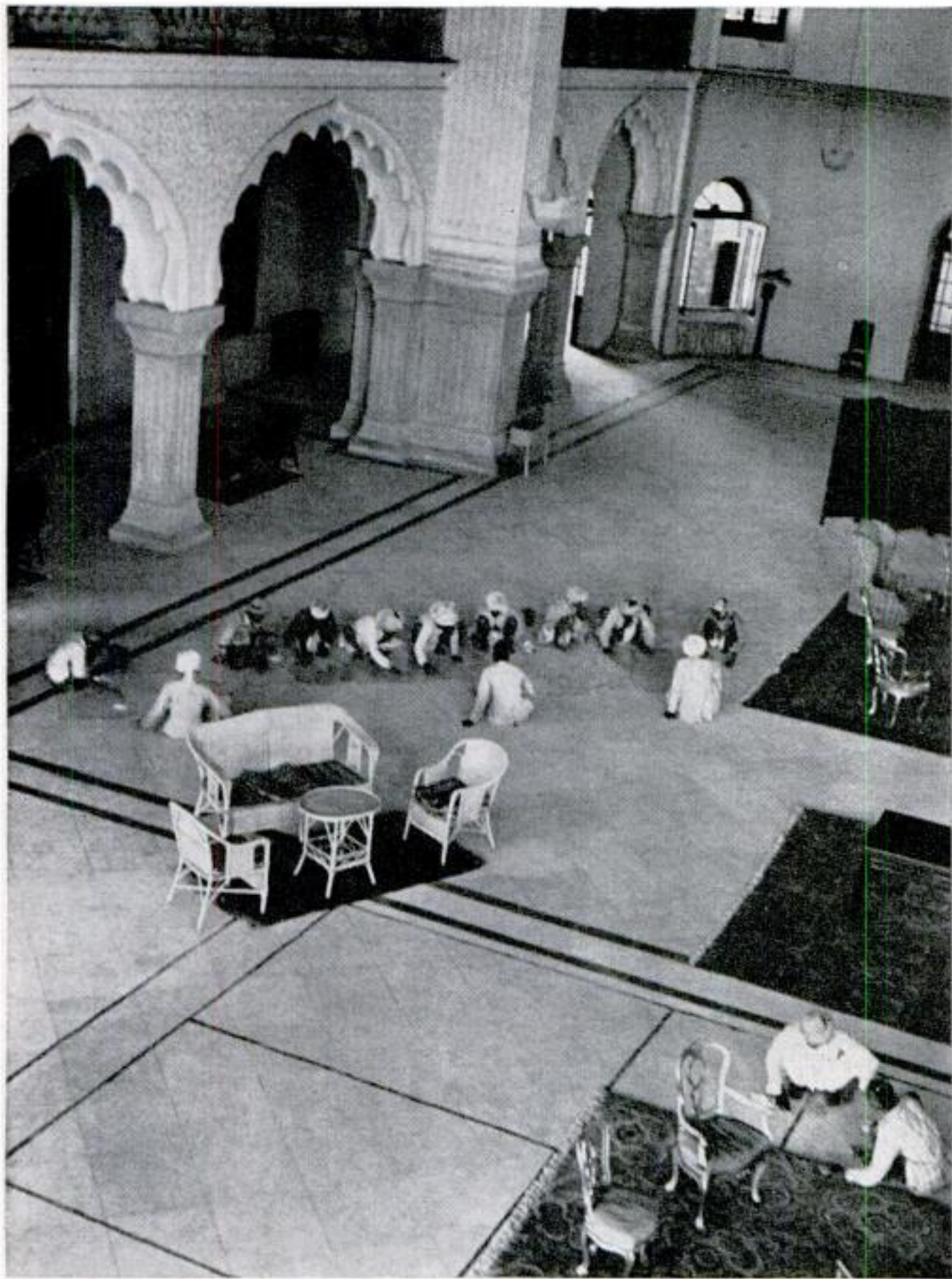
Wedding in Bhopal (continued)



The royal procession. First row: the bride's mother, father (the Nawab of Bhopal) and her oldest sister. Second row: the bride, groom and bride's youngest sister.



Servants of the royal kitchen cooked soups and meats on open wood fires for the festive dinners. The *pièce de résistance* was chick pilau, a delicacy of the Orient.



Servants scrubbed the floor of the reception hall of the Nawab's palace in preparation for the wedding. Lines on floor in foreground are for a badminton court.



The bride was carried out of her father's palace in this heavily draped sedan chair, after the wedding, to the special guesthouse which she occupied with her husband.

CONTINUED ON NEXT PAGE

You Can Taste and Feel The Cooling Difference



—when Squibb double-action dentifrices bring quick refreshment to mouth, gums, and teeth.

Fight Acid when you brush your teeth!

SQUIBB DENTIFRICES have a double action. They cleanse and polish safely . . . and they help you to fight acid when you brush your teeth.

Few escape the daily menace of destructive acids formed when food particles ferment in tiny fissures in and around the teeth. These acids may attack enamel and contribute to tooth decay.

That is why both Squibb Dental Cream and Squibb Tooth Powder con-

tain a proven antacid which neutralizes acids when it comes in contact with them.

Use a Squibb dentifrice today, every day, at least twice a day. Massage your gums with Squibb Dental Cream at night, and allow it to remain to secure its full benefit.

Feel and taste the cooling difference of a double-action dentifrice! —the delightful feeling of cleanliness and quick refreshment.

SQUIBB DENTAL CREAM

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER





Car Owners Report Amazing Results From New Kind of Spark Plug!

EVERYWHERE motorists are telling how the sensational new Auto-Lite Spark Plug is improving car performance—making their cars start more easily and surely, giving them flashing pickup, smooth, flexible power and preventing gas waste.

The secret? Auto-Lite Spark Plugs have electrodes of special Konium alloy, designed on a new principle of gap geometry, which enables this new spark plug to produce a more effective spark with less effort. An amazing "mystery spark" that puts new life in sluggish, "spark-weary" motors. And because Ziramic—the



new, tougher insulator material— withstands heat, electrical and mechanical shock to an amazing degree, Auto-Lite Spark Plugs last longer in service, too.

Try Auto-Lite Spark Plugs in your car. Note the difference they make in performance—in gasoline mileage. Ask your service man to install a set today. Remember—they cost no more!

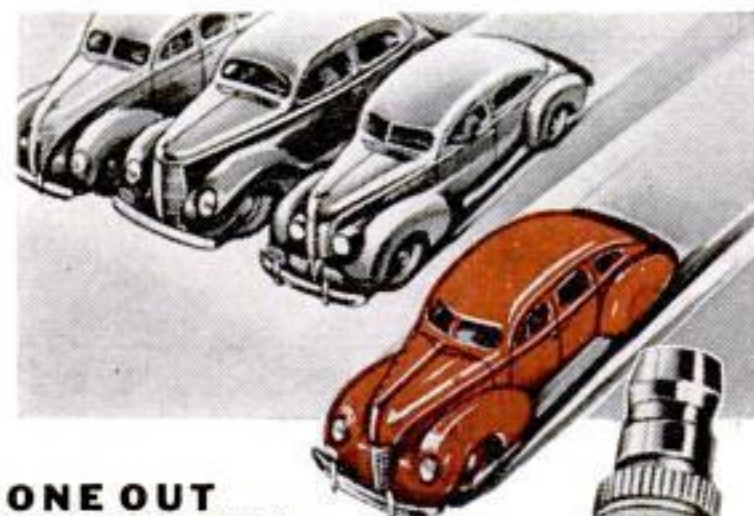
THE ELECTRIC AUTO-LITE CO.
TOLEDO • Merchandising Division • OHIO



ROASTED AT 2000°—Testing insulator resistance at twice temperatures found in average engine operation guarantees Auto-Lite durability. This is one of many exhaustive tests which safeguard Auto-Lite quality.



TURNING TIME BACKWARD with this marvelous Oscillograph, Auto-Lite engineers "slow up" the lightning-fast "mystery spark" for study and analysis.



ONE OUT OF EVERY 4

new cars is now factory-equipped with Auto-Lite Spark Plugs. In addition, they have been adopted by manufacturers of tractors, marine motors and stationary engines.

IGNITION
ENGINEERED
BY IGNITION
ENGINEERS



AUTO-LITE SPARK PLUGS

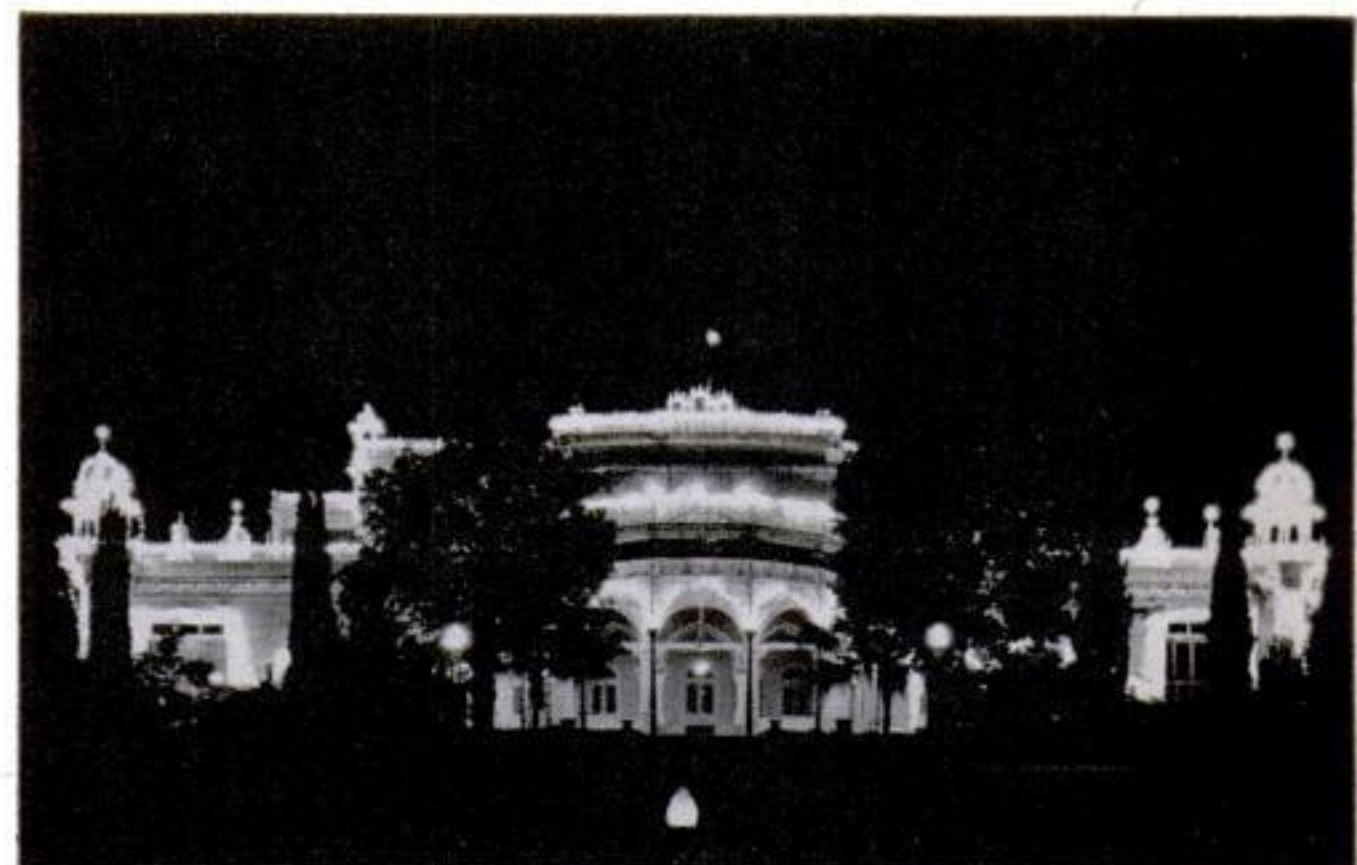
Wedding in Bhopal (continued)



Bicycle polo is a favorite sport among Indians. Even during the important celebrations, the bride's father played the game every evening. He wore a red sweatshirt.



This tremendous cup, donated by the Aga Khan, sportsman and president of League of Nations Assembly, was won by Bhopal's bicycle-polo team and proudly exhibited.



At night the Nawab's palace was brilliantly illuminated. The beautiful lines of its towers, columns and fine iron grillwork stood out against the dark background.



"SCREWDRIIVER" DOUBLE-PARKING—Sure he could find a place at the curb—but not right where he wants when he wants it! His abandoned buggy causes *plenty* of Stop-and-Go, and other drivers pay and *pay* and PAY. Just remember, your engine uses *3 times* as much gasoline in low and second as in high—when a "Screwdriver" brings you to a needless stop, it shows on *your* gas gauge!

Stop TRAFFIC BONERS—Join the SHARE-THE-ROAD CLUB



"A substantial part of all 'stop-and-go'—25% is a fair estimate—is the direct result of inconsiderate driving manners. Improper parking, for example, greatly impedes the flow of traffic."

Harold Briggs

Traffic Engineer, American Transit Association

From Shell's traffic and engineering studies came the gasoline refined to cut the *cost* of Stop-and-Go driving—Super-Shell!

Now comes a nation-wide crusade to cut the *amount*—by 25%!

Crack down on "Screwdrivers"! To do your part, join Shell's Share-

the-Road Club for common sense behind the wheel!

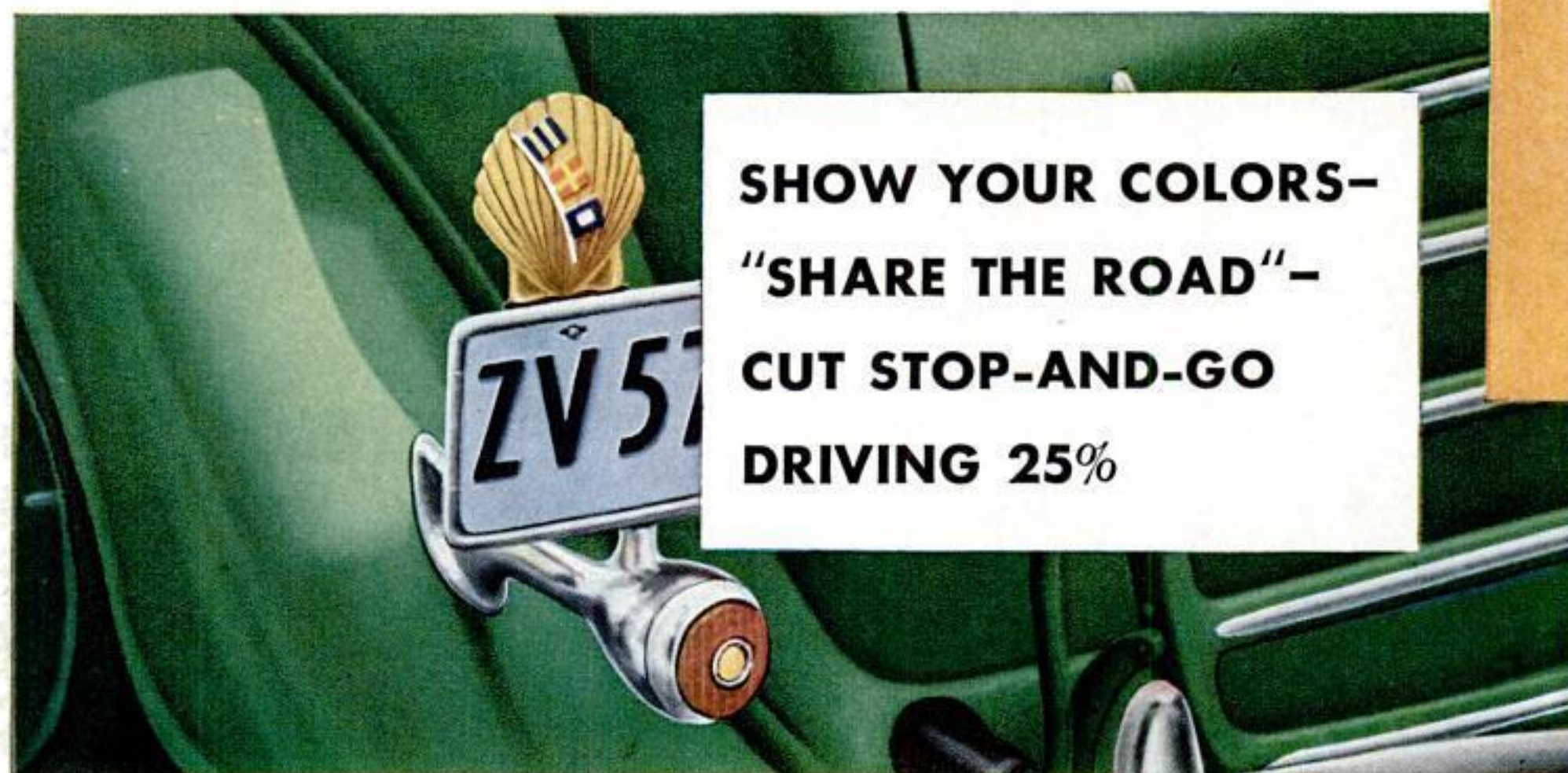
See your Shell dealer today! He'll put the Share-the-Road emblem on your car FREE—give you a booklet showing how traffic boners *increase* your time-wasting, fuel-wasting Stop-and-Go *needlessly*.



**SHOW YOUR COLORS—
"SHARE THE ROAD"—
CUT STOP-AND-GO
DRIVING 25%**

**Your Shell Dealer is
Headquarters for Saving
on STOP-and-GO**

He's a good neighbor—friendly and willing—ready to give your car complete care!



*“Just a minute
young feller!”*



*I'll figure the financing cost **myself**”*

THE GENTLEMAN IS WISE.

He knows that when he buys his car under the General Motors Instalment Plan all the figures are in the open.

He knows he can get all the details from his General Motors dealer and figure the costs himself; and know just what the costs are in dollars and cents, *before* he buys.

And finally, he knows the plan *saves him money* on his financing and insurance.

That's why he wisely insists on figuring the financing costs himself.

The General Motors Instalment Plan is offered only by dealers in:

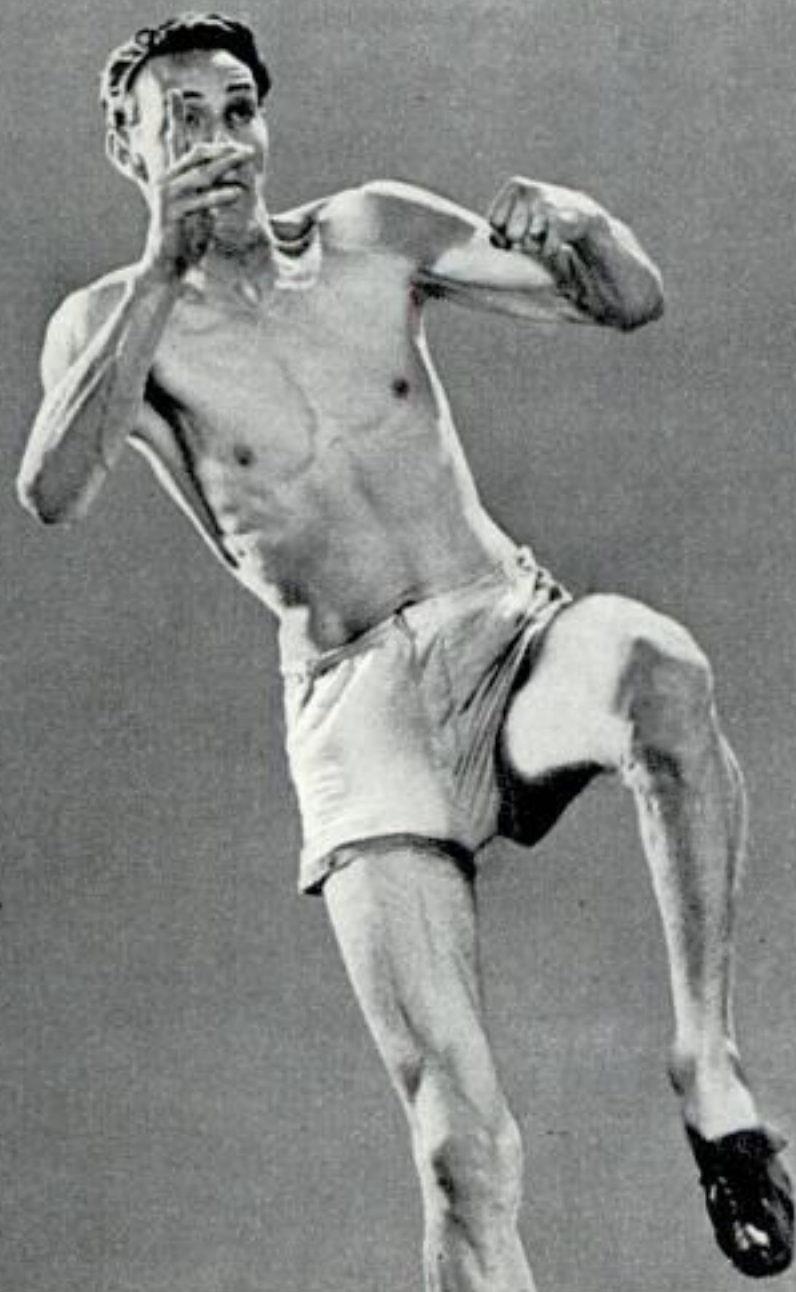
CHEVROLET · PONTIAC · OLDSMOBILE
BUICK · LA SALLE · CADILLAC

General Motors Acceptance Corporation

GENERAL MOTORS INSTALMENT PLAN

SPORTS

TRACK STARS PERFORM FOR HIGH-SPEED CAMERA



CLARKE MALLERY OF SOUTHERN CALIFORNIA APPROACHES HIGH JUMP SLOWLY



WITH A TREMENDOUS PUSH UP FROM RIGHT LEG, MALLERY SHOOTS SKYWARD

Early on the afternoon of May 26, 237 sunburned athletes from 34 U. S. colleges trotted out on the turf of New York's Randall's Island Stadium. They were there for the year's most important track meet, held by the Intercollegiate Association of Amateur Athletes of America ("IC4A"). The meet's outcome was not even close. Twenty youngsters, representing the University of Southern California, won with the

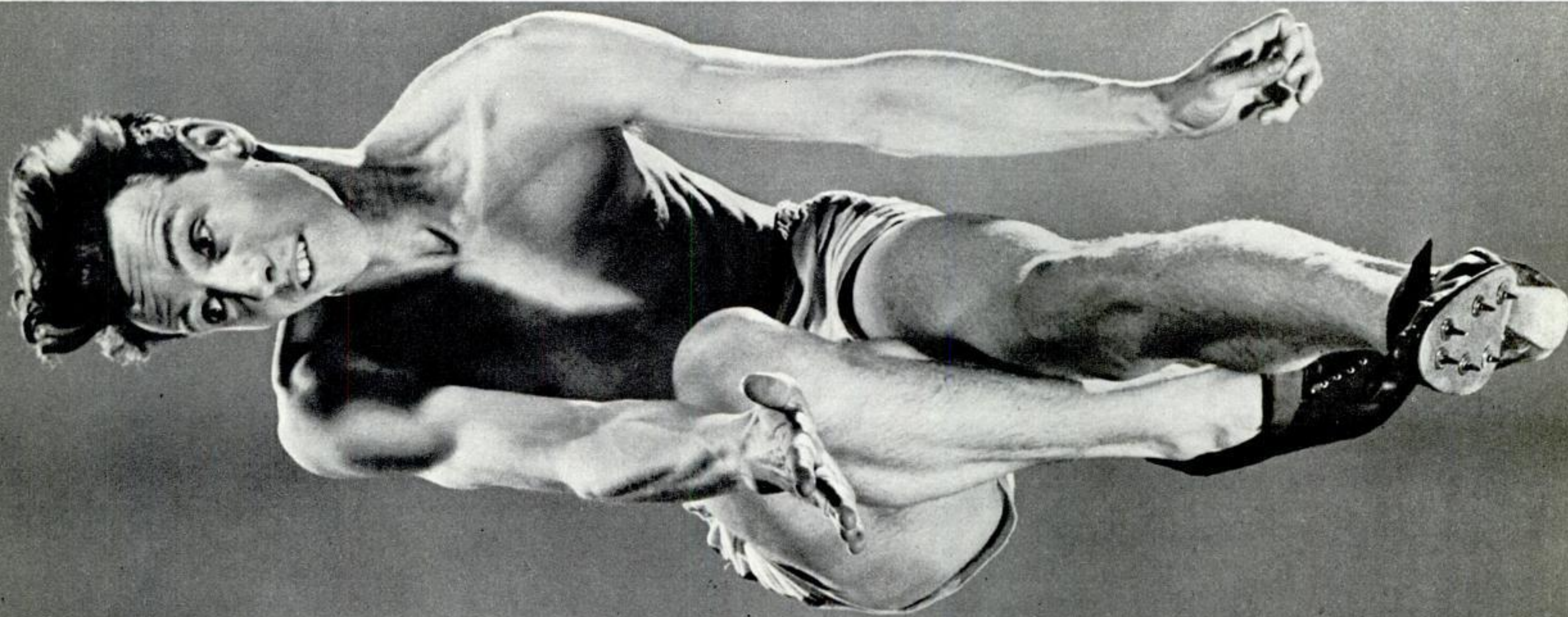
astounding record-breaking total of $71\frac{1}{2}$ points, almost three times what the second team, Pittsburgh, got. In so doing, they took six intercollegiate titles, tied for two more, broke three records, tied another.

After the meet, *LIFE* escorted the Southern California boys to the studio of Gjon Mili. There, before Mili's famous stroboscopic lights, the athletes ran, jumped and hurdled. The results of this high-speed

photography are shown on this and following pages.

On cover you see U. S. C.'s Co-Captain Payton Jordan, handsome sprinter. Above and below is Clarke Mallery, who tied for first place in the high jump. On next page are "IC4A" Champions Earl Vickery in the low hurdles, Jim Humphrey in the high hurdles and Frank Ryan of Columbia in the shot-put. On page 54 is Bob Peoples, best U. S. javelin thrower.

MALLERY ROLLS SMOOTHLY OVER THE BAR. HIS RIGHT LEG HAS BEEN BROUGHT UP QUICKLY, TUCKED BEHIND THE LEFT. IN THE MEET HE TIED FOR FIRST AT 6 FT. 4 IN.





VICKERY STRIDES EASILY OVER A HURDLE, DOES NOT JUMP



ARMS ARE USED AS BALANCE TO PREVENT BREAKING STRIDE



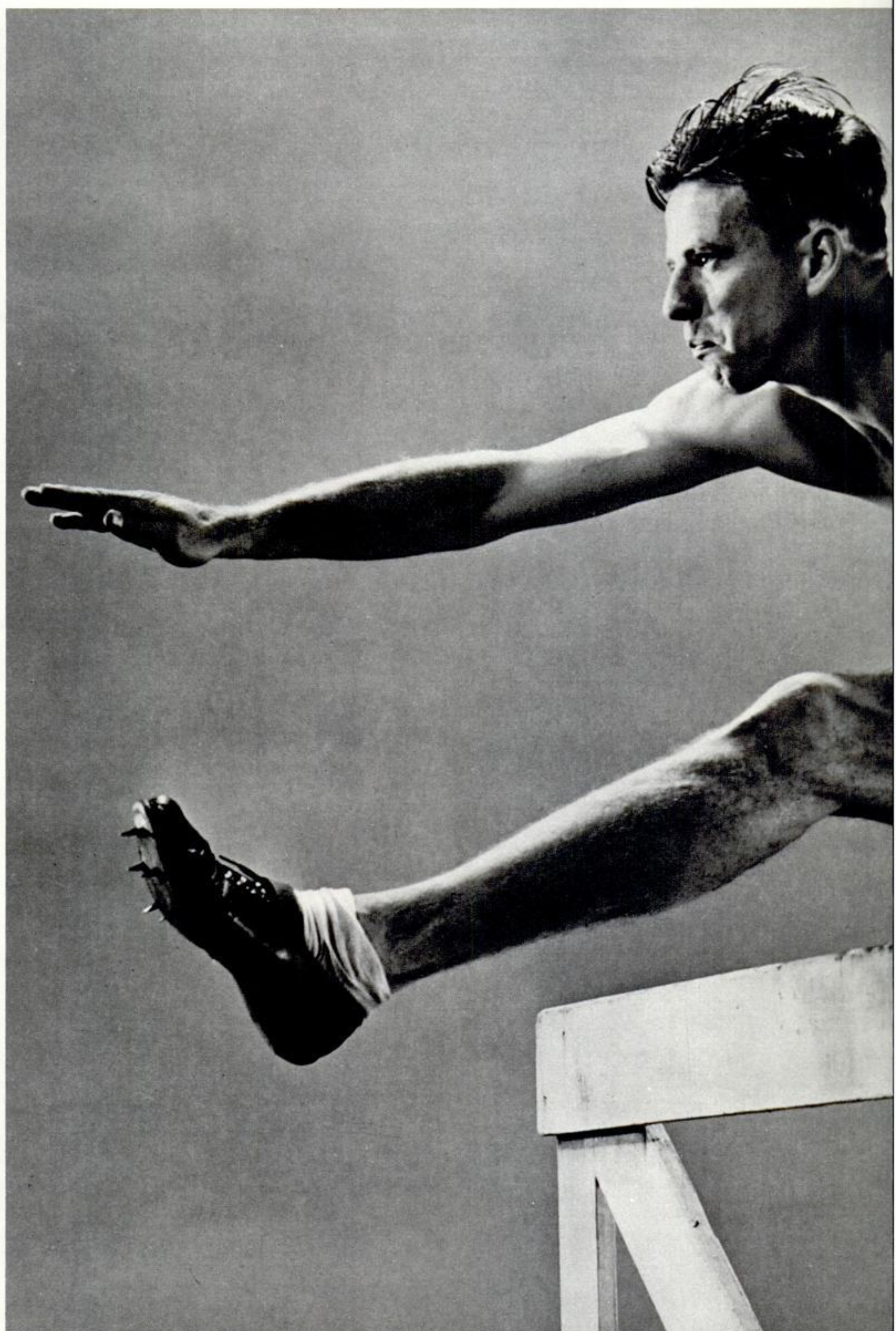
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THESE HIGH-SPEED ACTION PHOTOGRAPHS WILL HELP

Any U. S. athlete who wants to compete in the 1940 Olympic games at Helsinki, Finland, will do well to study these pictures. They show that bulging biceps and balloon-sized muscles do not help a weight thrower. Much more important are grace and timing. They show that the really great hurdlers run smoothly and relaxed. They show that a champion javelin thrower gets up

plenty of momentum but in the end snaps the lance with only a quick whip of the arm. They show, most significantly, that, in every event on a track-meet program, perfection seems effortless.

Last week, throughout the country, interest in the 1940 Olympics began to rise. Meets like the "IC4A" and the National Collegiates, June 16 at Los Angeles,



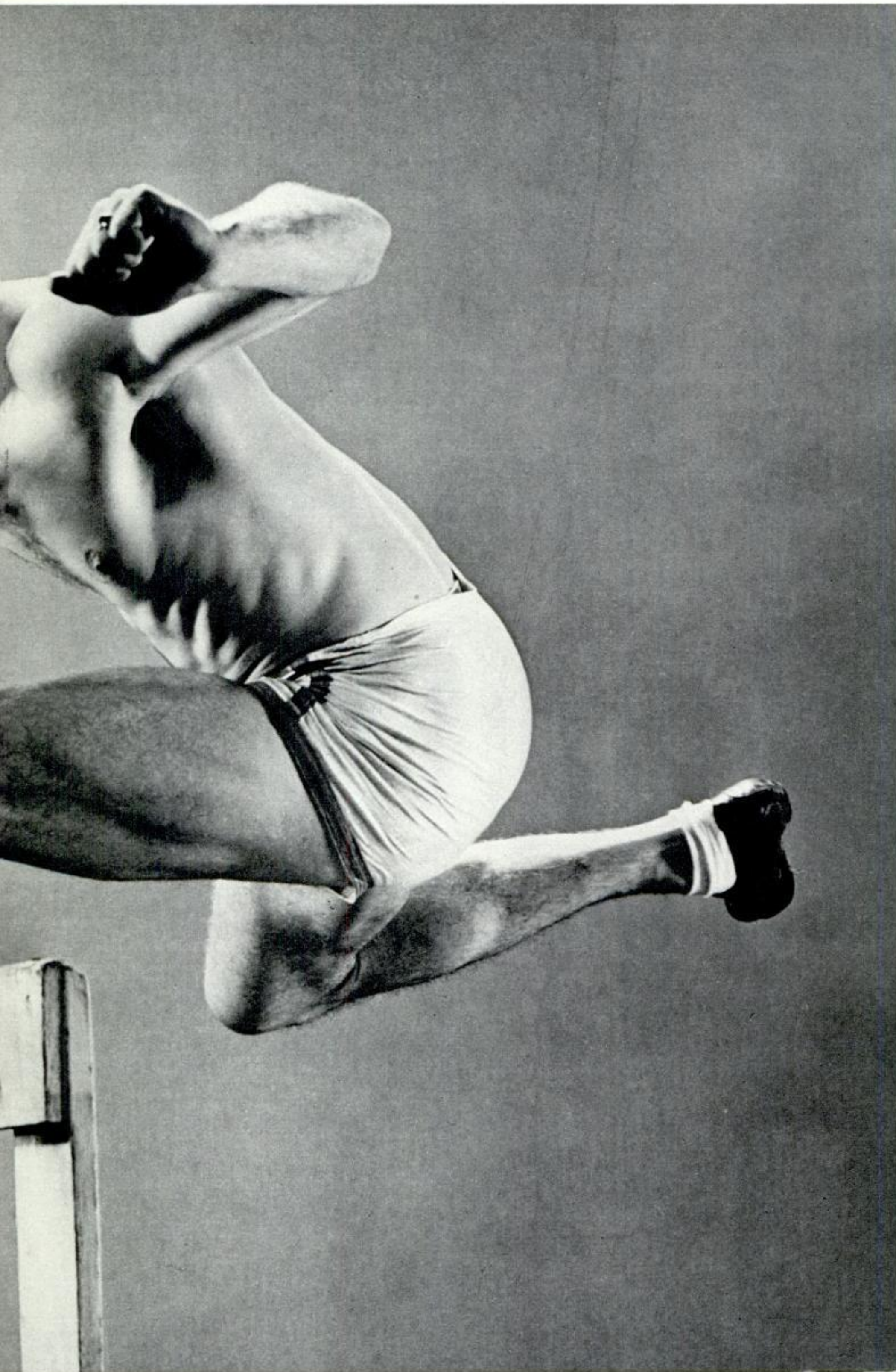
Floating over a high hurdle, Jim Humphrey of Southern California brings his legs up high, swings his arms and body forward. Like Vickery (left) he never breaks his sprinter's

stride. In action Humphrey is somewhat like a crow in flight. There are three quick, driving strides forward, then a short graceful soar, followed by three more strides. Unde-

TRAIN AMERICAN ATHLETES FOR THE 1940 OLYMPICS

appeared important only as indicating who would be on the U. S. team and how good it would be. Obvious to everyone was that Southern California would have more men on the team than any other college, would probably break its own record of ten members, set in the 1936 Berlin Olympics. Among its Olympians were sure to be Louis Zamperini, swarthy, long-striding miler, who

holds the intercollegiate record of 4 min. 8.3 sec.; Bud Day, one of the few consistent 14 ft. 3 in. vaulters in the U. S.; Earl Vickery (*left*), who set a meet record of 22.8 sec. for the low hurdles in New York; Jim Humphrey (*below*), whose best time for the high hurdles is 14.2 sec., and Bob Peoples (*next page*), a sophomore javelin thrower, who holds the American record of 234 ft. 1 7/8 in.



feated this year, he is one of America's best high-hurdle prospects for the 1940 Olympics. He will have to improve, however, to beat Forrest Town's world record of 14.1 sec.

On the train East for the New York meet, Humphrey kept in good shape by doing setting-up exercises in the aisle and chinning himself on iron bar swung between upper berths.



SHOT-PUTTER FRANK RYAN OF COLUMBIA GETS MOMENTUM



THEN PUSHES UP AND OUT WITH LEGS, SHOULDER, ARM

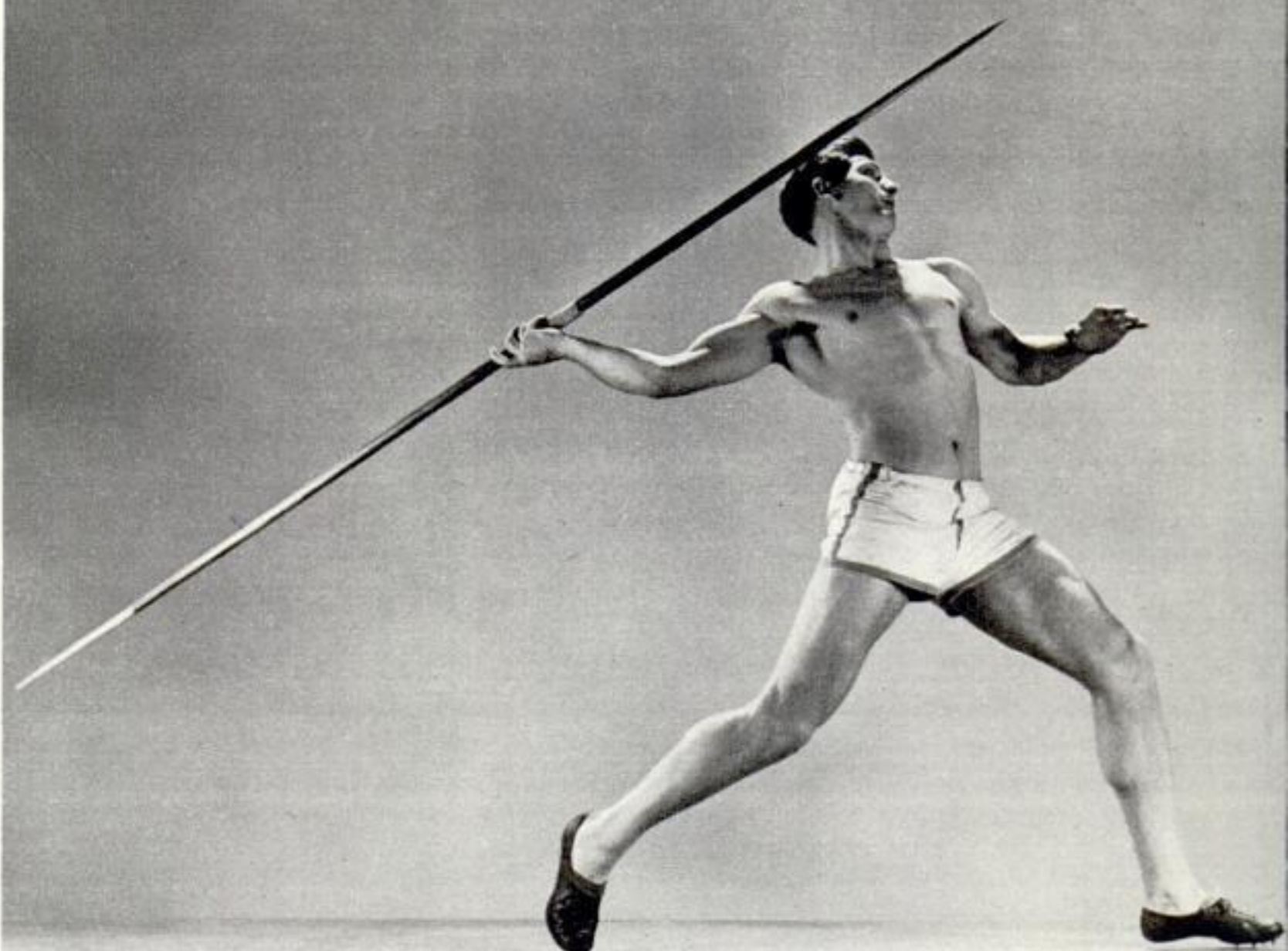


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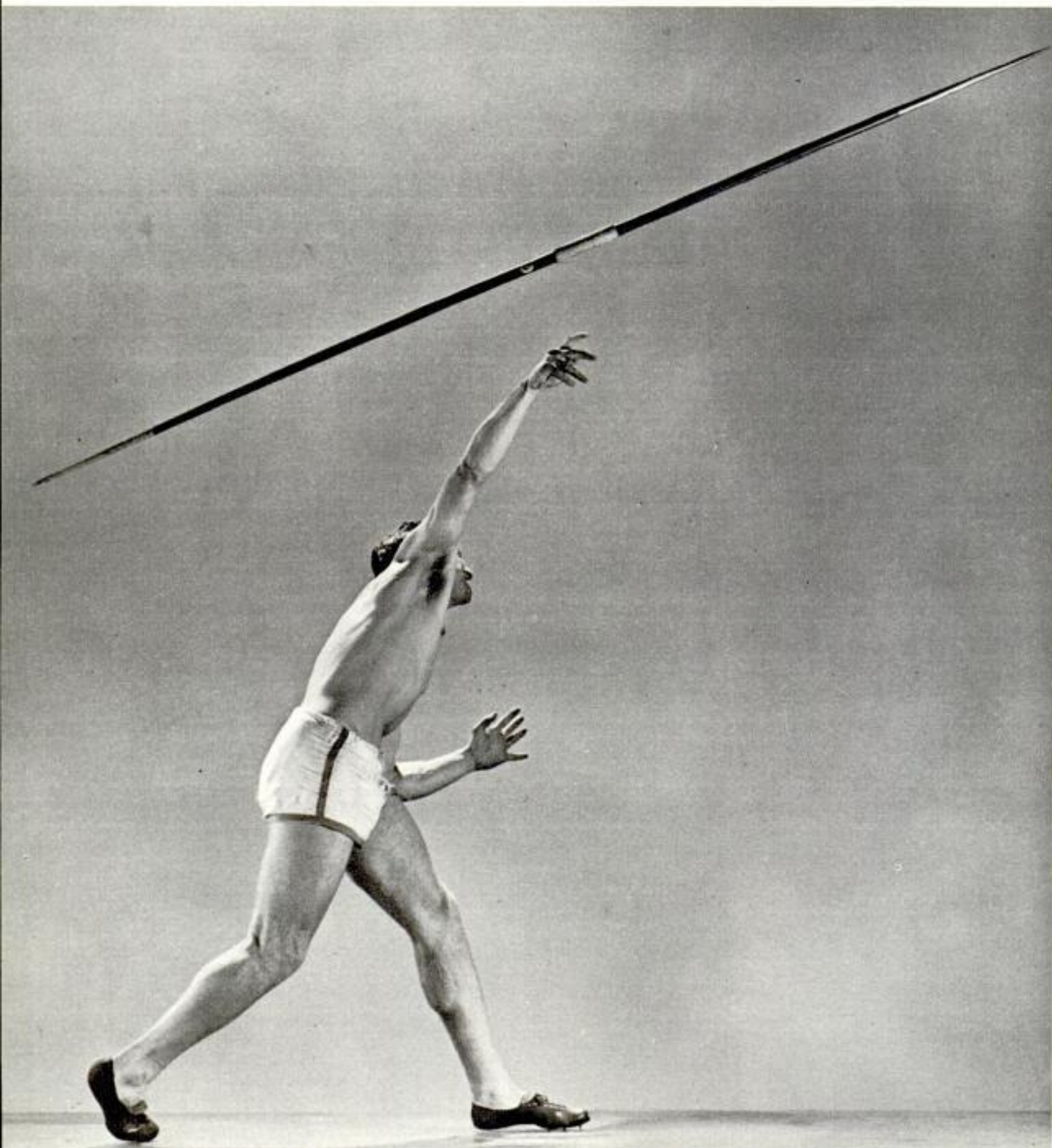
BOB PEOPLES IS U.S. HOPE TO BEAT FINLAND'S JAVELIN THROWERS



At full speed, Peoples starts toward the throw line, then balances javelin in true line of flight. He has copied style of Finns who for years have been world's best javelin throwers.



Like a moving statue, Peoples starts the javelin forward without losing momentum of forward run. He gets plenty of drive from his left leg and makes the throw directly overhand.



The javelin is hurled with a final overhand whip of the arm. At last moment, leg, shoulder, arm and wrist must co-ordinate perfectly. The left arm swings to the side for proper balance.



Into the air goes Peoples on follow-through. He still maintains his balance, will land on his toes. To beat the Finns, Peoples will have to throw about 250 ft., 15 more than his best.

HERE'S THE WAY TO PROTECT THOSE EXPENSIVE FRONT-ENDS



THE ONE AND ONLY
SQUEEGEE
TIRE

wrinkle ACTION
STOPS YOU QUICKER!

TOUCH THE BRAKE—YOU STOP—QUICK!

Rolling along, General's tread is straight... but at the first touch of the pedal the flexible ribs *wrinkle* into squeegee-action... grip in every direction for the quickest, safest stop you've ever known. Patented by General.

IT'S EASY TO PUT THEM ON YOUR NEW CAR

General Tires never come as new car equipment but your General Tire dealer or your car dealer can give you complete information on how to have Generals from the start...at the lowest change-over cost in General's history. Even if your new car has run a few hundred miles you can still make the change-over. Get the details!

Quick-stopping, straight-stopping Squeegee-Generals pay for themselves many times over in protection for those expensive front-ends... for fenders that might be smashed through side-skid... by preventing repair bills that come inevitably when you can't stop in time!

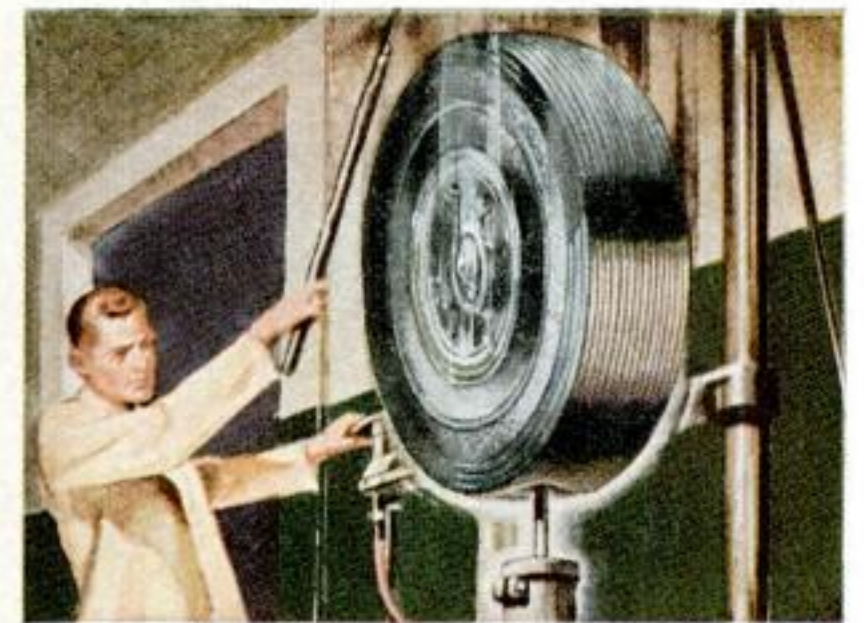
Your pocketbook dictates Squeegee-Generals; your judgment tells you that you should have the tire that will carry *you* safely in any weather—without fear of dangerous skids or blowouts—in silent, restful comfort—over the long mileage for which Generals are famous.

See your General Tire dealer. Learn how easy it is to change-over your new car or to equip your present car.

THE GENERAL TIRE & RUBBER CO., AKRON, O.

In Canada—

The General Tire & Rubber Co., Ltd., Toronto, Ontario



GUILLOTINE TEST PROVES BLOWOUT RESISTANCE!

In General's testing laboratories, Squeegee-Generals and ordinary tires were inflated to their specified air pressures... raised to the same height... then dropped onto the spike below. The ordinary tires let go—the spike went completely through. Squeegee-Generals resisted the terrific blow—were not injured in any way. They proved their extra strength—showed that the flexible tread and non-rigid carcass let them absorb shocks that would blow out an ordinary tire!



SILENCE MEANS LONG MILEAGE

Squeegee-General's flexible tread eliminates the noisy tread button impact of conventional tires. There is no whine, screech or rumble. Noisy tires mean friction—and friction means wear. The utter silence of General's free-rolling ribs is your guide to the economy of General's famous *long mileage*.

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You're miles ahead
with **GENERAL**

No
“Lick
and a
Promise”
Here



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THE DAY OF “GREASING” is past! Modern car lubrication is a science. It takes special products, special equipment, special knowledge to do the job right!

Your Mobilgas Dealer uses eight different Mobilgreases. He has each grade of fresh, clean Mobiloil and Mobiloil Gear Oil...selects exactly the right one for your make of car.

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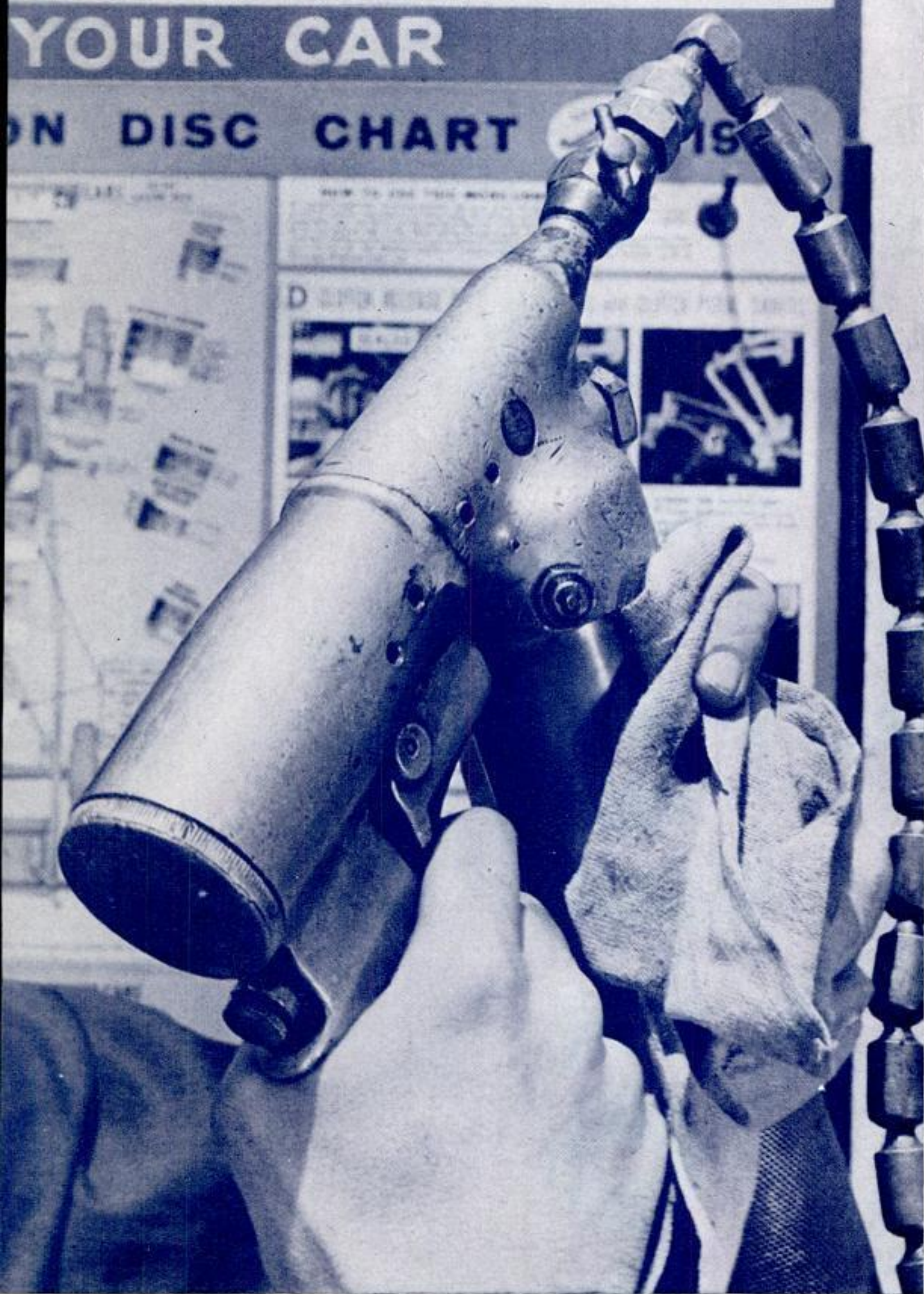
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Blended Whiskey

BOYS IN UNIFORM

CULVER TEACHING HAS MILITARY TRAPPINGS

Photographs for LIFE by Alfred Eisenstaedt

On Sunday, the 600 students at Culver Military Academy in Culver, Ind., put on full-dress uniforms—white trousers, gray coat, leather shako with a white pompon. At garrison review, the command comes: "Battalions, attention!" The boys snap to attention and stand like scale-model West Pointers, some of them not much taller than the Springfield rifles they carry.

This is the most military moment of life at the country's largest military prep school. At Culver, students get a college-preparatory education dressed up in military trappings. But the military atmosphere has an engagingly unprofessional air. No Army man ever looked as grim as the plebe at left. The plebe at right, despite his ramrod stance, wears on his pleasant face the look of the eternal rookie. Culver boys are always in uniform. Their dormitories are called "barracks." On duty they address each other as "Mr." and snap to officers' orders. But usually they are relaxed. They behave like boys and they learn to treat their officers with a discreet cockiness.

Military life begins as soon as a plebe enters and is assigned to infantry, cavalry, artillery or band. Soon infantry looks down on artillery, artillery on cavalry, cavalry on infantry and they all snoot the band which is very proud of itself. All the boys get a firm and healthy discipline. Once military schools were regarded as the last resort of desperate parents who could find no other place to send their unruly sons. Today military schools like Culver are essentially good college-preparatory schools.

Military schools in this country cluster most thickly in the Midwest. They sprang up after Civil War, founded by ex-soldiers who took this way of putting their military training to use. The Government gave some aid. But more support came from newly rich Midwest fathers who wanted to send spoiled sons to schools where military discipline would harden them.

Culver was founded by a rich man who liked boys. Henry Harrison Culver was a stove and clock peddler at 15. At 50, he was the head of the Wrought Iron Range Co., one of the biggest stovemakers in America. Wealthy and weary, he founded a school in 1894 on the shores of Lake Maxinkuckee. Three years later, he heard that the Missouri Military Academy had burned down. He promptly sent Missouri's Superintendent a historic wire: "YOU HAVE BOYS, NO SCHOOL. I HAVE SCHOOL, FEW BOYS. LET'S GET TOGETHER." The whole Missouri Military Academy moved by special train to Indiana and Culver took firm root. By 1902 its success had become assured.

Culver calls 1902 "the year of the Big Fire." Indignant at the expulsion of two football stars, 102 Culver boys, half the school's enrollment, broke bounds to see their heroes off. Faced with mass mutiny, Culver fired all 102. Overnight, the school became nationally famous as a place where discipline and principle meant more than financial success. Later most of the mutineers were reinstated but by that time Culver was made. Within a few years it became the largest military academy in the land.

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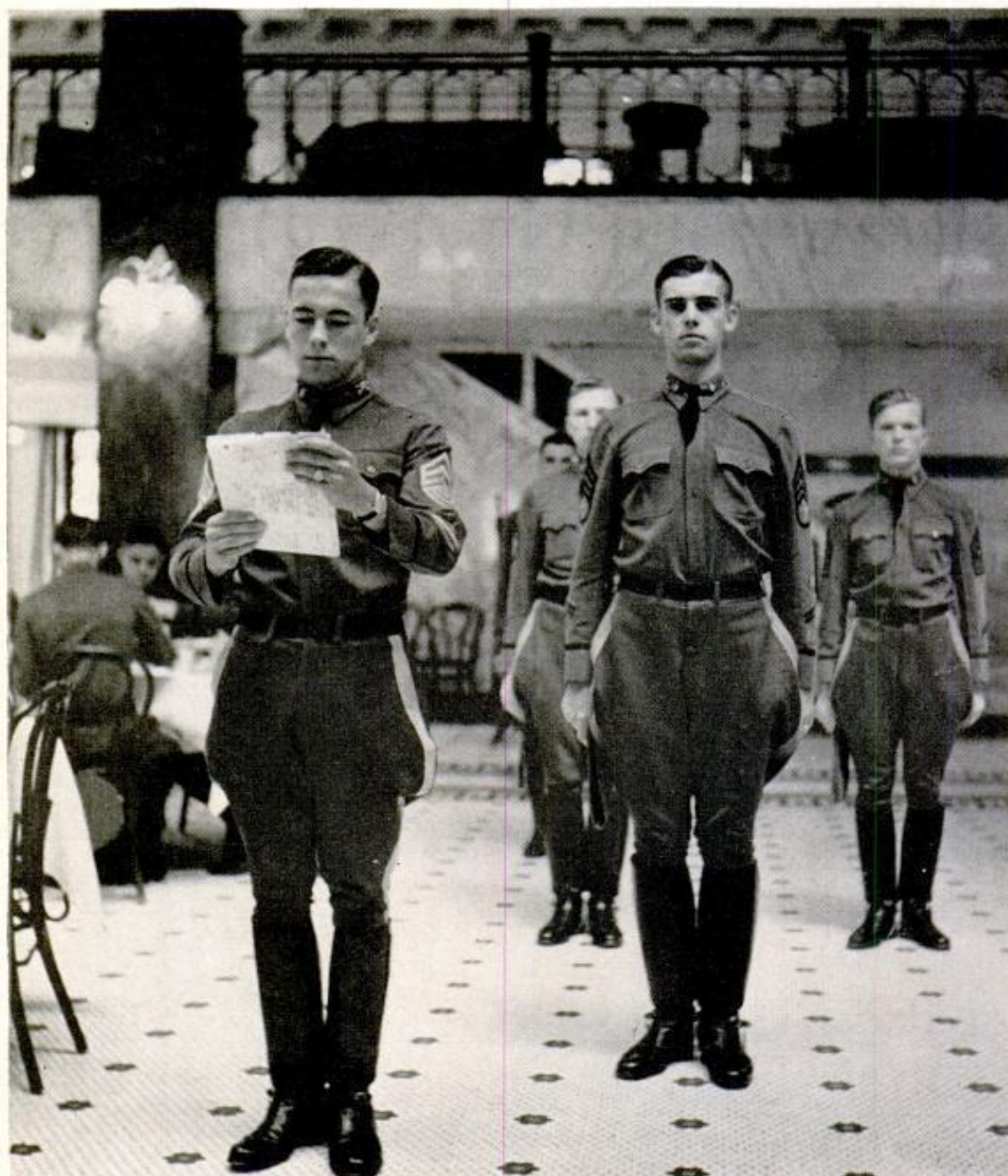




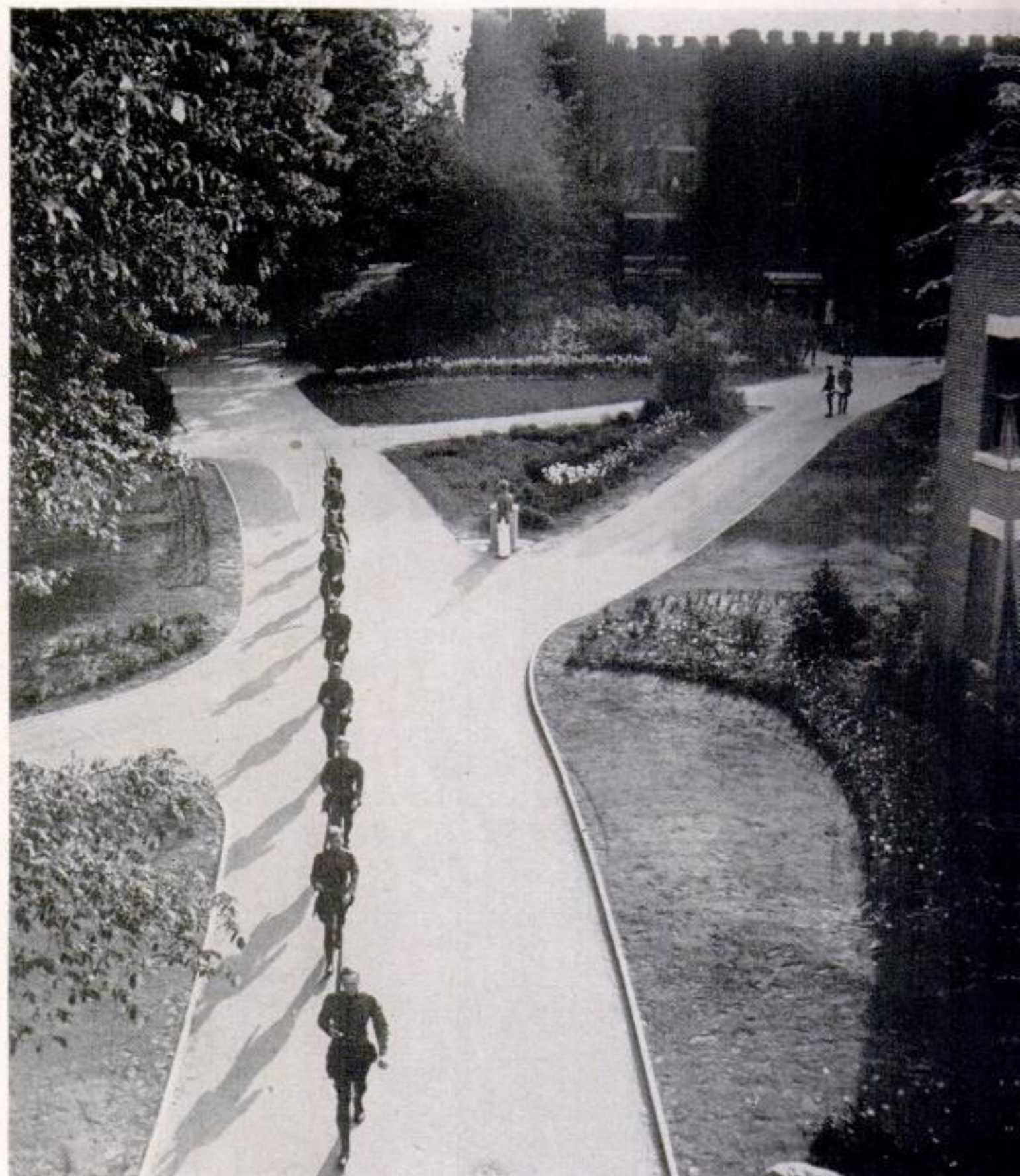
Garrison review brings the whole student body out in full-dress uniform after chapel on Sunday and turns Culver's

polo field into a parade ground. Here the cadets are about to pass in review before cadet officers. On fine spring days,

people come from miles around to watch and admire but most cadets consider the garrison review a very dull chore.



Orders of the day are read at mess by Regimental Adjutant. Behind him, backed by his staff, stands the Regimental Commander, senior cadet officer and most honored student in Culver.



Extra duty is walked off in the quadrangle as punishment for rule infractions. The boys consider "E.D." a nuisance but no disgrace. A corporal of the guard, in full dress, stands watch.



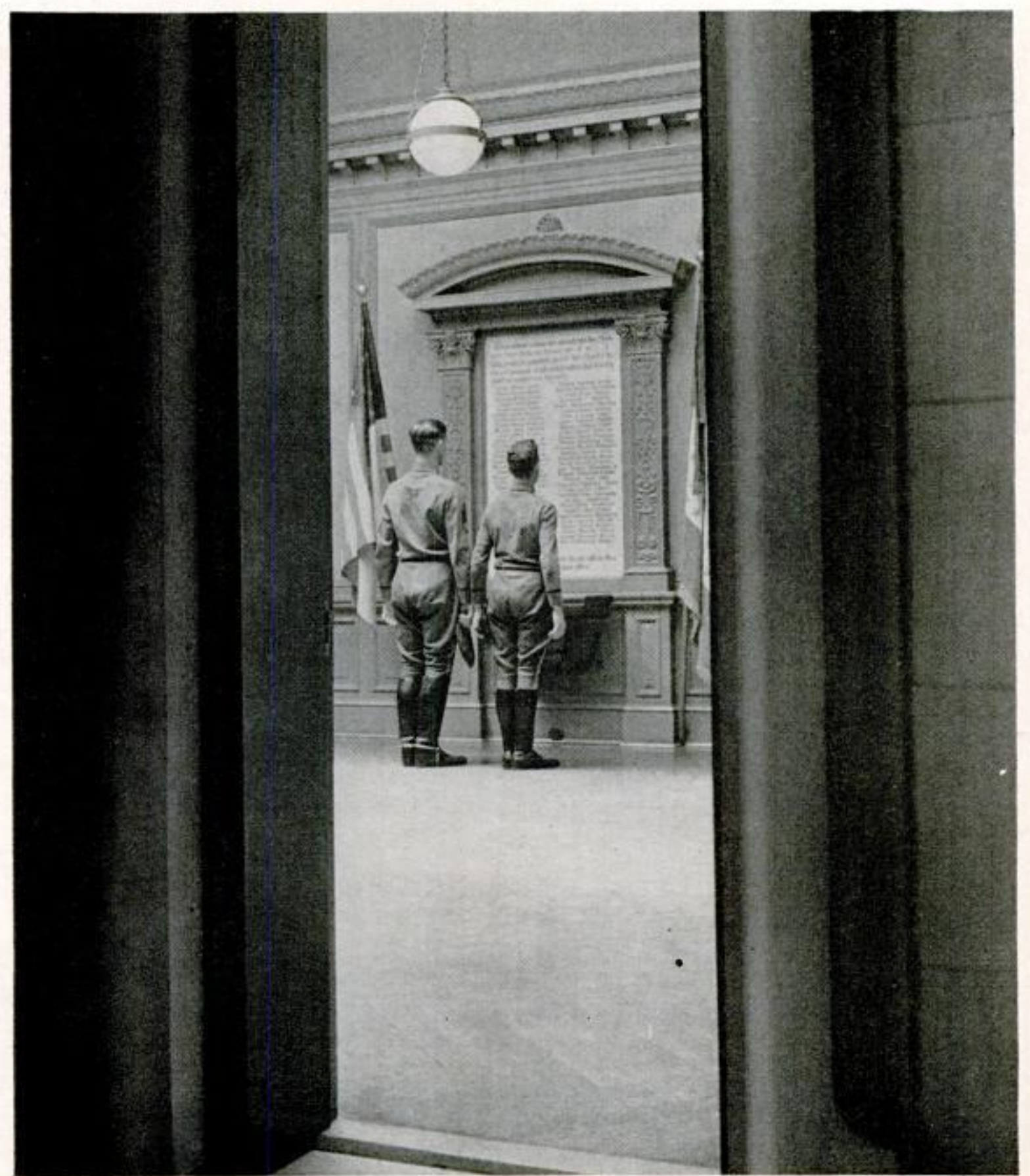
The Black Horse Troop, Culver's cavalry, prances out at a garrison review. The most famous unit at Culver, the

Black Horse Troop went to Washington in 1913 as inaugural guard for Indiana's Vice President Marshall. Joining

cavalry costs most at Culver. Infantry tuition is \$1,100 a year, artillery \$1,300, cavalry \$1,400. Uniforms cost \$270.



In mess hall, the boys cross arms until "Rest" is ordered. Mess heads, at ends of tables, serve and keep order. During mess, the plebes have to be very attentive to upperclassmen.



In the Gold Star room, cadets read the names of 85 Culver men who died in the World War. More than 3,500 Culver men, half the alumni, served in the War. A fourth of them were officers.





A miniature battery is used to teach artillery work. Equipped with the same range and sight mechanisms that are used on big guns, they fire one-inch steel balls at scale-model targets.



"Service of the piece," i.e., use of a gun, is taught with real '75's. Here two cadets are looking back for instructions. The guns are fired only on special occasions like commencement.

Culver's student body is divided into companies and platoons, each with its cadet officers who take their rank and their responsibility very seriously. They learn to weigh their commands, temper their discipline, help younger boys. The scene on the opposite page, where a plebe listens attentively to advice from a cadet captain, is typical of Culver.

This cadet co-operation is part of Culver's "guidance" plan which encourages individual development. For its 600 students, Culver has 78 instructors. Classes are small. The student gives about 20 hours a week to academic classwork, four hours to military classwork and drill. Academic studies lay no stress on military phases although in history class

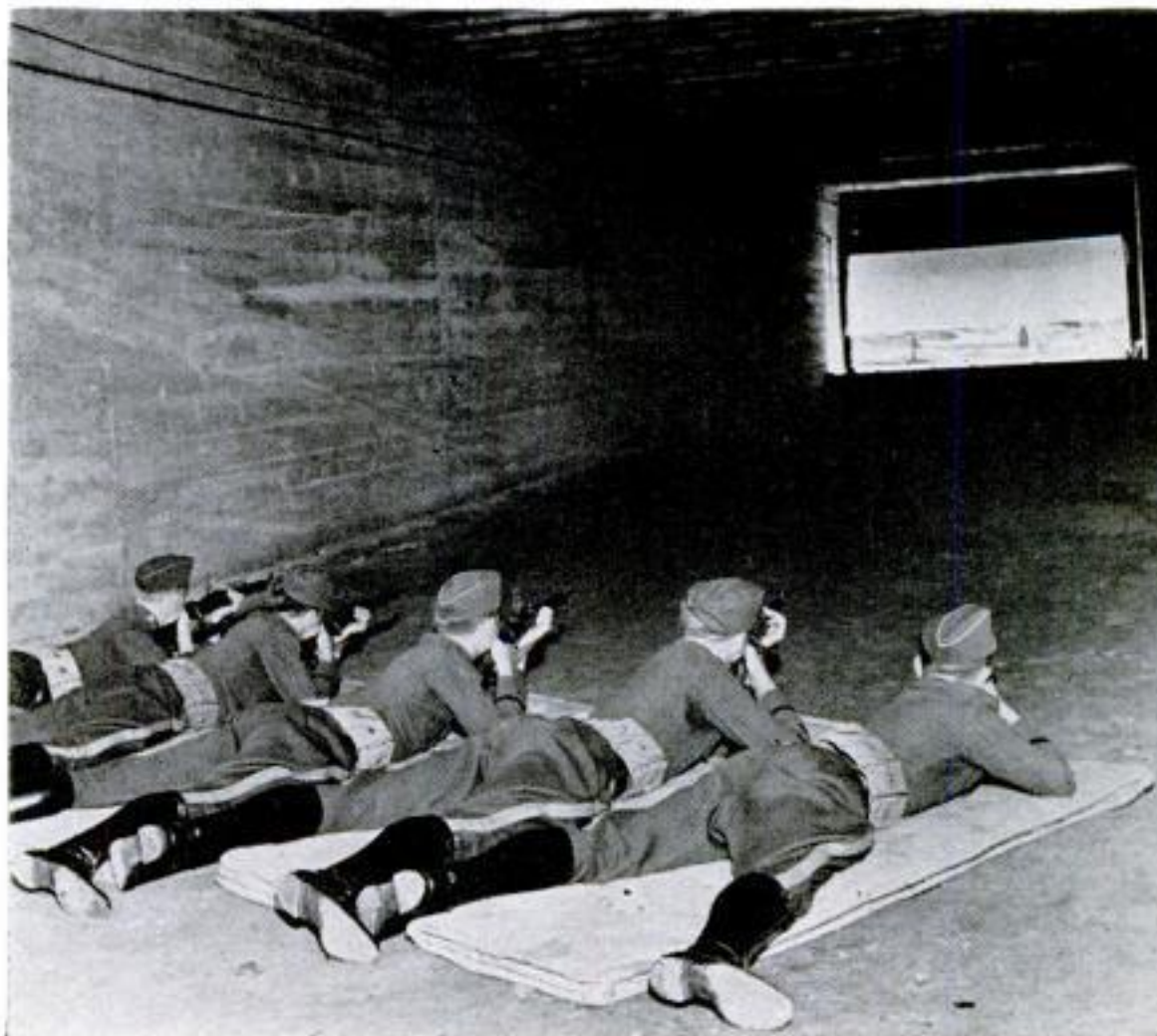
the boys discuss campaigns with a professional air and every teacher has to be familiar with military terms or suffer the silent contempt of his classes.

In military training, the students use real army equipment. The U. S. Army provides regulation rifles and artillery, details three officers to supervise the work which is the same given in college R.O.T.C. Culver boasts eight French '75's, motorized artillery and infantry units. The boys learn military history and law, map reading, emergency procurement, and anti-tank and anti-aircraft defense. During their training they go out for field maneuvers. Crawling on their bellies through brambles, wading through mud, they have a wonderful time playing at war.

CULVER PLAYS AT WAR WITH BIG GUNS AND REAL ARMY EQUIPMENT



Battery commander's telescope is the same instrument as that used by Army to find range, direct fire.



Musketry range is indoors, under the Recreation Hall. A landscape is flashed on a screen, the boys aim at given objectives, as sighting exercise.



Classroom work is done in small groups. These boys are "fifth classmen," the youngest group in the school.



ON SPRING NIGHTS, FIRST CLASSMEN LOLL ON THE SHORES OF LAKE MAXINKUCKEE AND SING SENTIMENTAL SONGS

CADETS HAVE FUN ON MAXINKUCKEE'S SHORES



Uniforms hang neatly in the boys' neat ward-rob-
es. Orderliness is all-important at Culver.

The thing that attracts most boys to Culver is the uniform. At school, uniforms are a nuisance. Boys must shine their buttons, polish their puttees. But the reward comes on vacation when Culver boys can strut around home in full dress. They find that a uniform has a wonderful effect on girls.

At school, the boys enjoy simpler things like sailing on Lake Maxinkuckee, ducking mess hall to eat in Canteen, going out for sports. Valued at \$7,000,000, Culver's plant spreads over 1,000 acres, includes an indoor polo field, a nine-hole golf course. Culver has always been financially one of the best-run U. S. prep schools. In 1932, the Culver heirs turned over their interests to the Culver Educational Foundation which continues to run the school on a non-profit basis.

Culver's superintendent is Leigh R. Gignilliat, Brigadier General in U. S. Army Reserve Corps, who 25 years ago wrote *Arms and the Boy*, still the classic text on military-school administration. The boys call him "Gen'ral." Mrs. Gignilliat is called "Minnie." At her house, students play her curious football game. Lined up along a big table, the boys try to blow a ping-pong ball through goal posts made of peppermint sticks stuck in apples. On the opposite page, the General and Mrs. Gignilliat watch plebes play "Minnie's" football game.



Culver's staff is headed by General Leigh R. Gignilliat (seated center). At the left is Colonel Gregory, dean. At the right is Colonel Elliott, executive officer. Standing is Colonel McKinney, commandant.

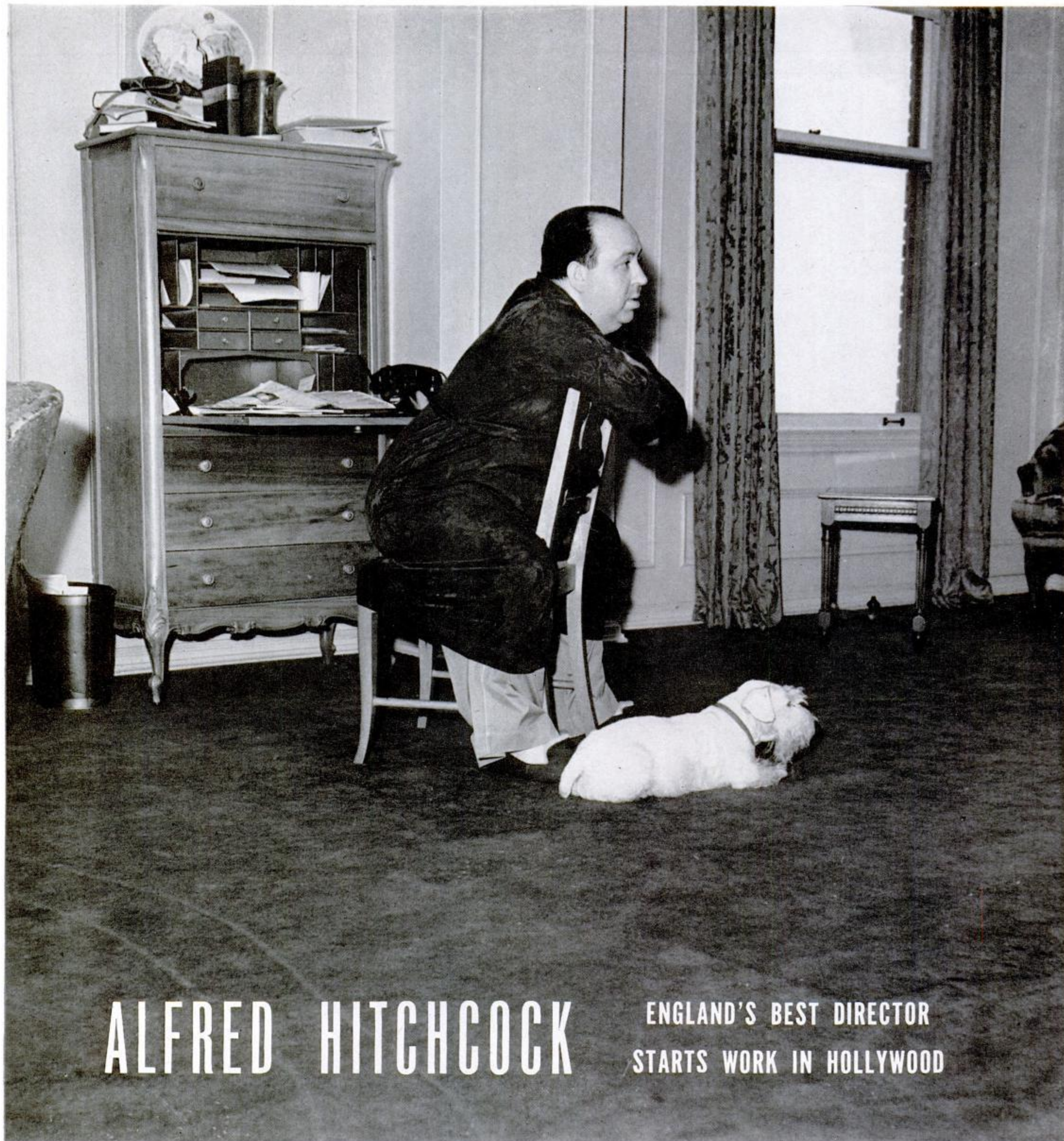


Biggest and smallest cadets at Culver Academy are First Classman Bob Moore, 6 ft. 3 in. tall, 184 lb., and Plebe Wilbur Andrews, 4 ft. 11 in., 84 lb. Below: a couple of Culver boys forget to be military.





THE GENERAL WATCHES HIS PLEBES PLAY



ALFRED HITCHCOCK

ENGLAND'S BEST DIRECTOR
STARTS WORK IN HOLLYWOOD

Pudgy little Alfred Hitchcock, who somewhat resembles his Sealyham, Mr. Jenkins, is the best movie director in England. Like Frank Capra and Cecil DeMille, he is one of the few directors in the world whose name means more to the public than his stars. Specialty of this amiable, moon-faced roly-poly is crime, intrigue and horror. Pictures like *The 39 Steps*, *Secret Agent*, *The Man Who Knew Too Much* and *The Lady Vanishes* have caused him to be hailed as greatest master of melodrama in screen history.

This spring, Hitchcock, who has visited the U. S. before but never worked here, arrived to make his first film in Hollywood. There the photograph above was taken of him at the Beverly-Wilshire Hotel.

As a director, Hitchcock has innumerable pecu-

liarities. Collaborating with his wife, who gets screen credit under her maiden name of Alma Reville, he writes his own continuities, working out every situation to the last detail before starting studio operations. In sharp contrast to the No. 1 Russian director, Eisenstein, who uses 200,000 ft. of film to get 7,000 ft. which will appear in the finished picture, Hitchcock shoots little that audiences will not later see. The jigsaw-puzzle construction of Hitchcock's plots, which he puts together like a novelist doing a detective story, thoroughly mystifies the actors who perform for him. Having planned the film completely himself, Hitchcock rarely bothers to explain it to his cast, who may learn the full plot of the story only when they preview the completed picture.

In private life Hitchcock is celebrated as an indefatigable gourmand. Although he goes to some lengths to maintain it because he feels it suits him, this reputation is really unjustified. Hitchcock eats no more than anyone else. Economical with film, he wastes his own money so fast that he has had to hire an accountant to take care of it for him. The accountant gives him an allowance of \$50 a week.

Picture on which Hitchcock will begin work August 1 for Producer David Selznick is *Rebecca*, adaptation of best seller by Daphne du Maurier in which the heroine is a ghost. Ready for U. S. release last week was Hitchcock's latest English picture, also adapted from a Daphne du Maurier novel—*Jamaica Inn*, with Charles Laughton (*see opposite page*).



Coach leaves Mary Yellan at crossroads in Cornwall. She is a comely, Irish orphan, on her way to visit her Aunt Patience, whose husband, Joss Merlyn, keeps Jamaica Inn.

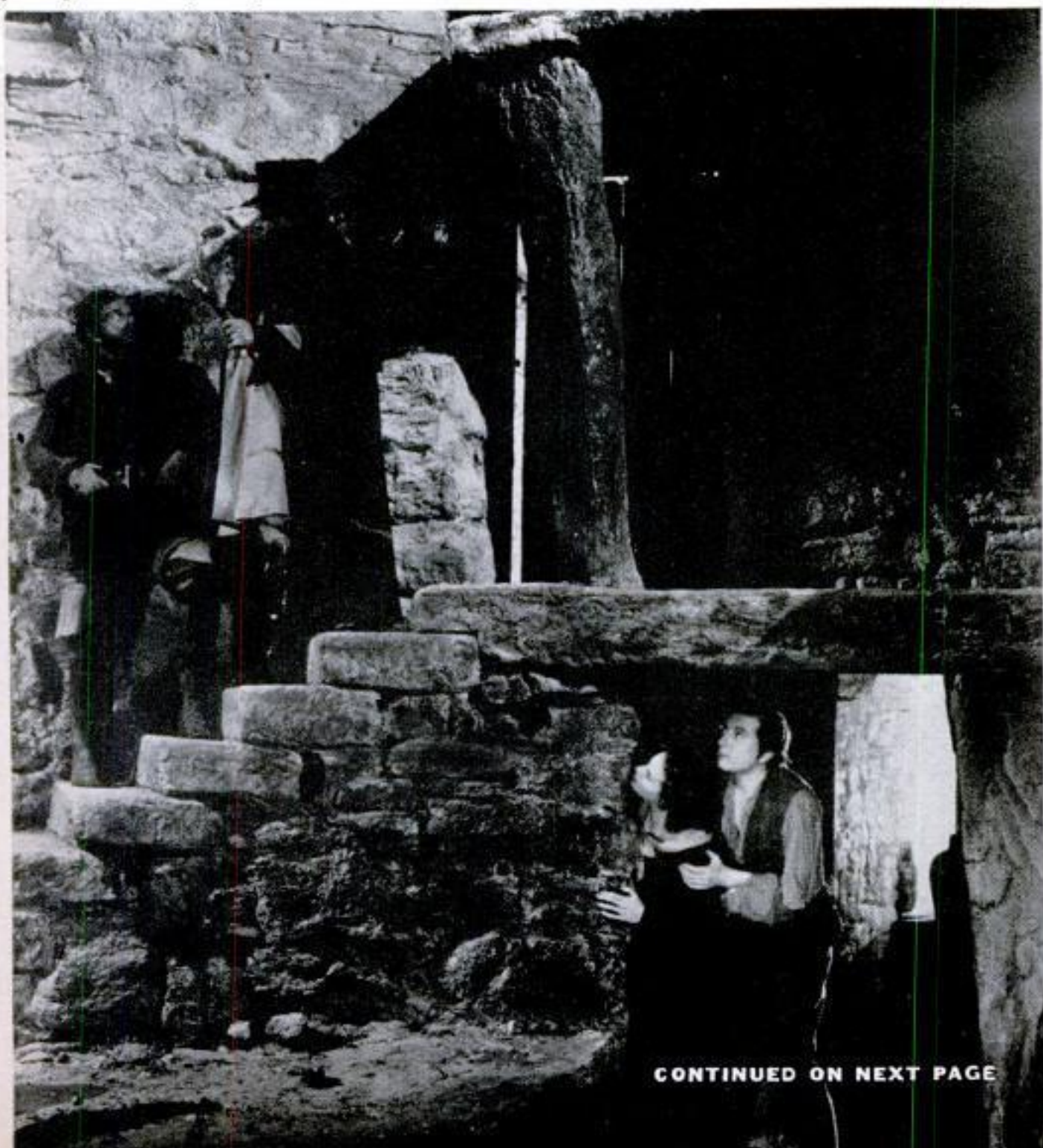
DIRECTOR HITCHCOCK'S NEW PICTURE

Jamaica Inn

Early in the 19th Century, the coast of Cornwall was infested by gangs of piratical wreckers who, by putting beacon lights along the headland, lured ships to their destruction on the rocks below. Around the legend of one of these gangs and the shocking figure of its leader, Daphne du Maurier three years ago wrote a best-selling novel called *Jamaica Inn*.

As material for Laughton characterization and Hitchcock melodrama, *Jamaica Inn* is practically perfect. The story starts, like that of *The Lady Vanishes*, when an innocent young girl (played by Maureen O'Hara, who is making her screen debut) finds herself at the mercy of circumstances whose horror becomes apparent gradually.

At Jamaica Inn, Mary finds gang of wreckers, of which her uncle is a member, hanging young man they suspect of treason. She cuts him down, sneaks him out by side door.



CONTINUED ON NEXT PAGE

SWING AROUND AMERICA!

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TOUR including
BOTH FAIRS
only \$69.95

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FREE: Bright Pictorial Booklets, Facts about Both Fairs

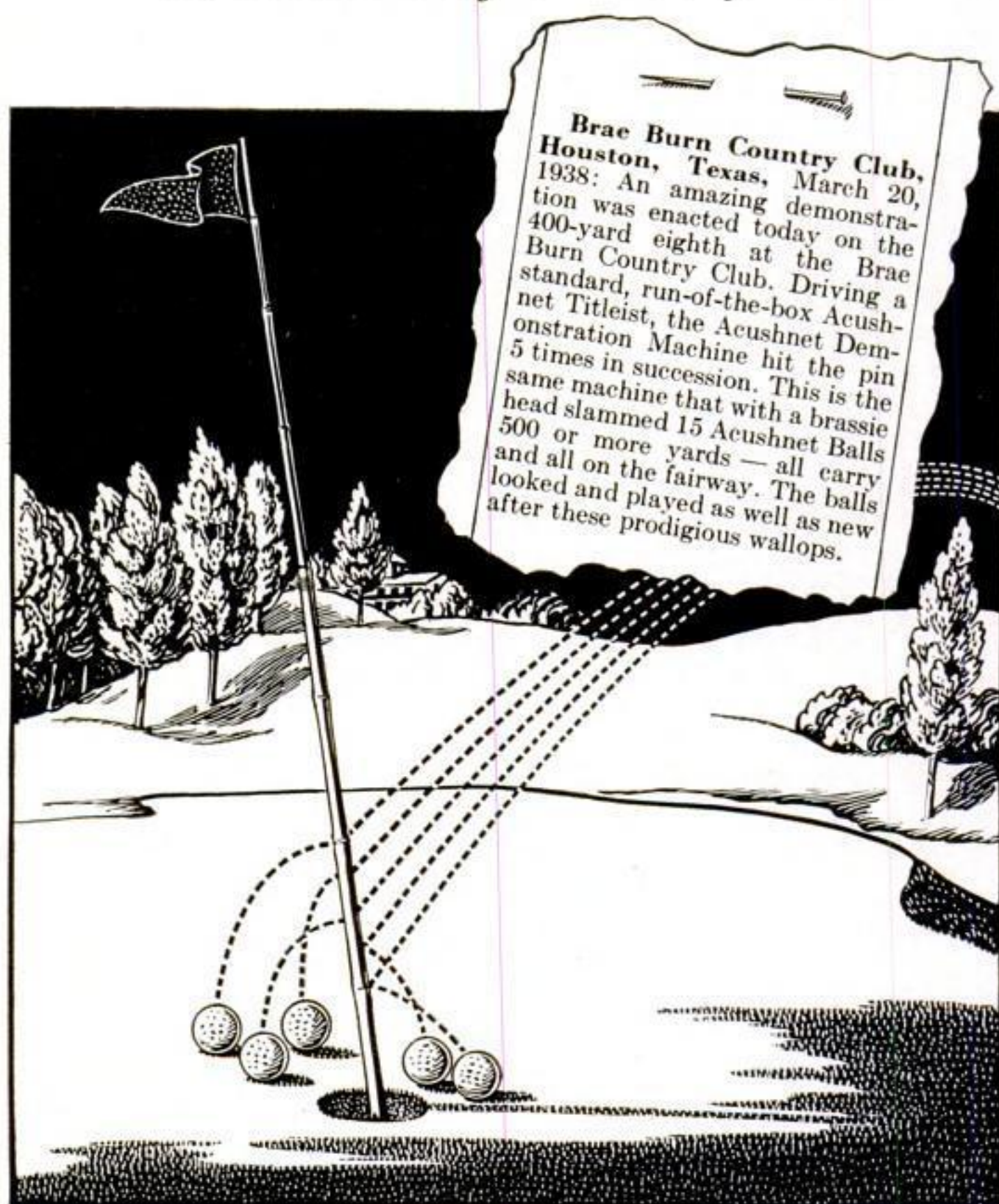
This coupon brings most attractive pictorial and informational folders, all about the NEW YORK WORLD'S FAIR ☐, or San Francisco's GOLDEN GATE EXPOSITION ☐. Check the one you want—no cost or obligation.

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Hit Pin 5 TIMES

in succession from 400 yards



It takes a perfectly made ball to stand the cruel, impartial gaff of Acushnet's Demonstration Machine tests. For this scientifically-designed machine was literally hand-built to assure perfection — perfection of swing and perfection of timing. You can't play like this machine but the machine can show you as nothing else can in the world, whether or not the ball you play is capable of true flight, real distance, putting accuracy and taking punishment. This year switch to Acushnet Balls.

Sales are increasing by the hundreds of thousands without ballyhoo or endorsements — sheerly on playing merit. Ask your Pro.



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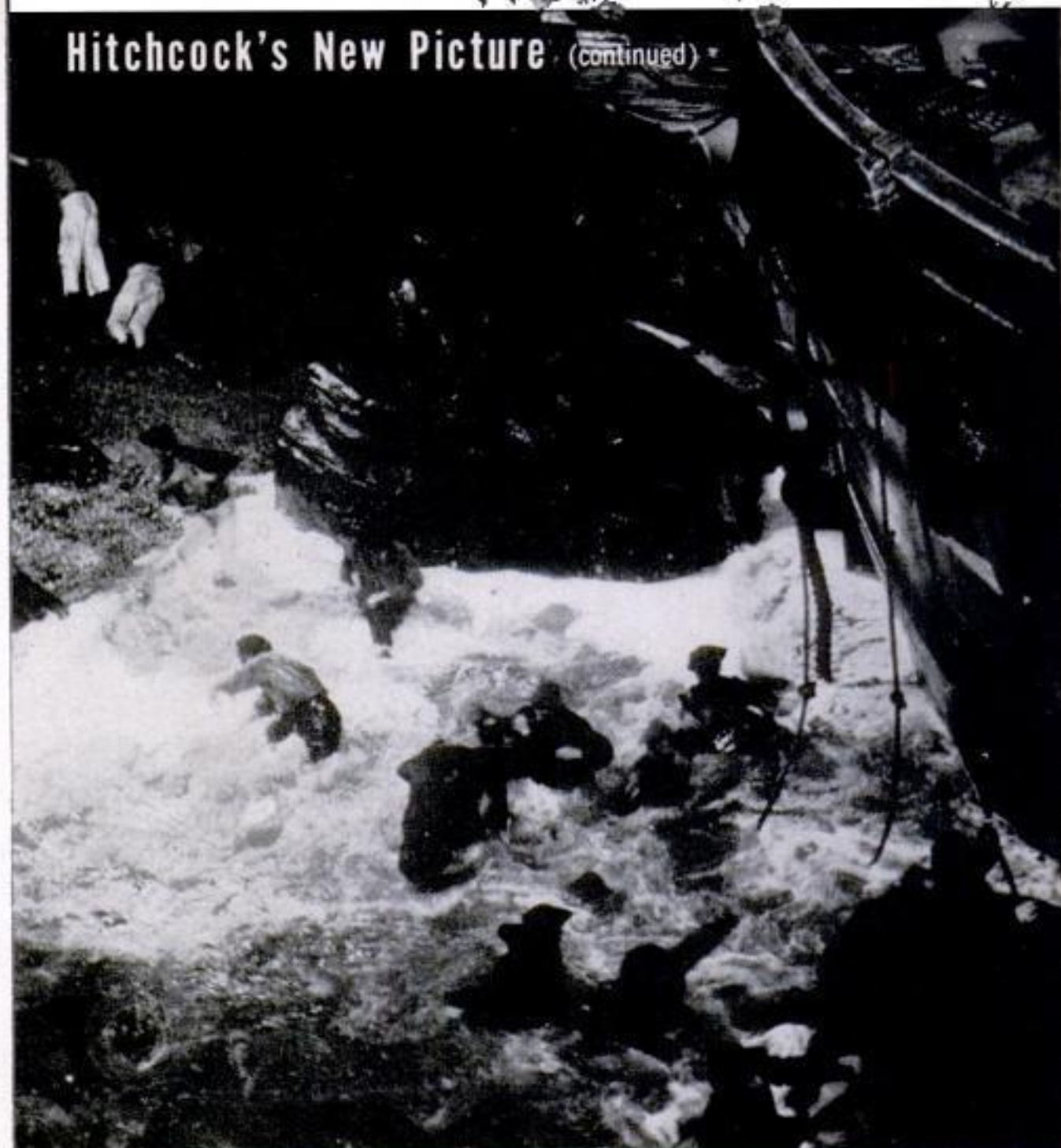
The Acushnet Demonstration Machine tours the country annually to prove that Acushnet Balls are built for winning golf. 300 ... 400 ... 500-yard drives; 150-yard chip shots dead to the pin! Then X-rays of these same balls — guillotine tests — compression tests to prove Acushnet Balls can take it.

ACUSHNET *Golf* BALLS

SOLD ONLY THROUGH PRO SHOPS

Titleist 75c <i>For Experts Only</i>	Bedford 75c <i>The ball that can take it</i>	Green Ray 50c Pinnacle 35c
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Hitchcock's New Picture (continued)



When wrecked schooner runs on rocks, crew tries to scramble ashore. Pengallan's gang murder them before looting ship. Young man rescued by Mary turns out to be a Navy officer in disguise. He makes the mistake of asking Pengallan for help.



Pengallan and officer go to Jamaica Inn, where Pengallan has underlings pretend to tie him up (above). When gang goes off to wreck another ship, Pengallan calmly removes ropes. Lieutenant then persuades innkeeper's wife to let him escape (below).



CONTINUED ON P. 70

Help your Body Burn Up its Ugly Fat Safely!

This Bread Diet can help you become beautifully slim—and it protects your health... keeps up your strength and energy while you reduce

NOW—attractive slimness *can* be attained without risking the dangers of extreme diets.

The Bread Diet takes off weight—and does it *safely*.

One danger in extreme reducing diets is that they often cut down too much on fuel foods. Without fuel food, your body cannot burn up properly the fat that you lose—a harmful residue is left in the system.

In the Bread Diet, bread supplies fuel that helps to burn up more *completely* the fat you are losing... helps protect you from harmful residues that often cause fatigue, irritability and lowered resistance.

Not only that! Bread helps keep muscles strong and firm. And it's a valuable source of food energy—both quick energy for immediate needs and sustained energy that helps keep you going for hours at a time. *Everybody* should eat bread, but it's especially important if you're reducing with this diet—to help sustain your energy through the day.

So avoid the dangers of extreme diets. The Bread Diet is scientific.

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cally planned... well balanced... supplies the food elements the body needs. It provides delicious, satisfying meals—and requires no special cooking or planning.

If you are reducing, start the Bread Diet tomorrow. Every day, enjoy six slices of delicious bread.



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Bread is not just a "filler" in the diet, as some people believe. It is a valuable source of necessary food energy. Sustained energy, too—the kind you need to work hard or play hard hour after hour. And bread is an excellent source of muscle-building proteins. Serve this valuable food at every meal—at least 6 slices a day for each member of the family.

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Follow this Diet Outline* and see if your own out- line doesn't improve

These Diet Meals give about 1500 calories a day—the reducing allowance of the average person, moderately active, whose ideal weight would be 150 lbs., but who is 10 to 20 lbs. overweight. For more extreme overweight, consult your doctor about reducing.

BREAKFAST

1 glass fruit juice
Small serving of lean meat or fish
—or 2 eggs

2 SLICES of BREAD or TOAST
½ square butter—¼" thick

Clear coffee—1 level teaspoon sugar

LUNCH

2 codfish balls (2" diameter)

1 cup stewed tomatoes

Average serving string beans

2 SLICES BREAD

1 glass milk—½ pint

DINNER

Roast leg of lamb—

2 slices (¼ pound)

Average serving beets

Average serving spinach

2 SLICES BREAD

Ice Cream—1 portion

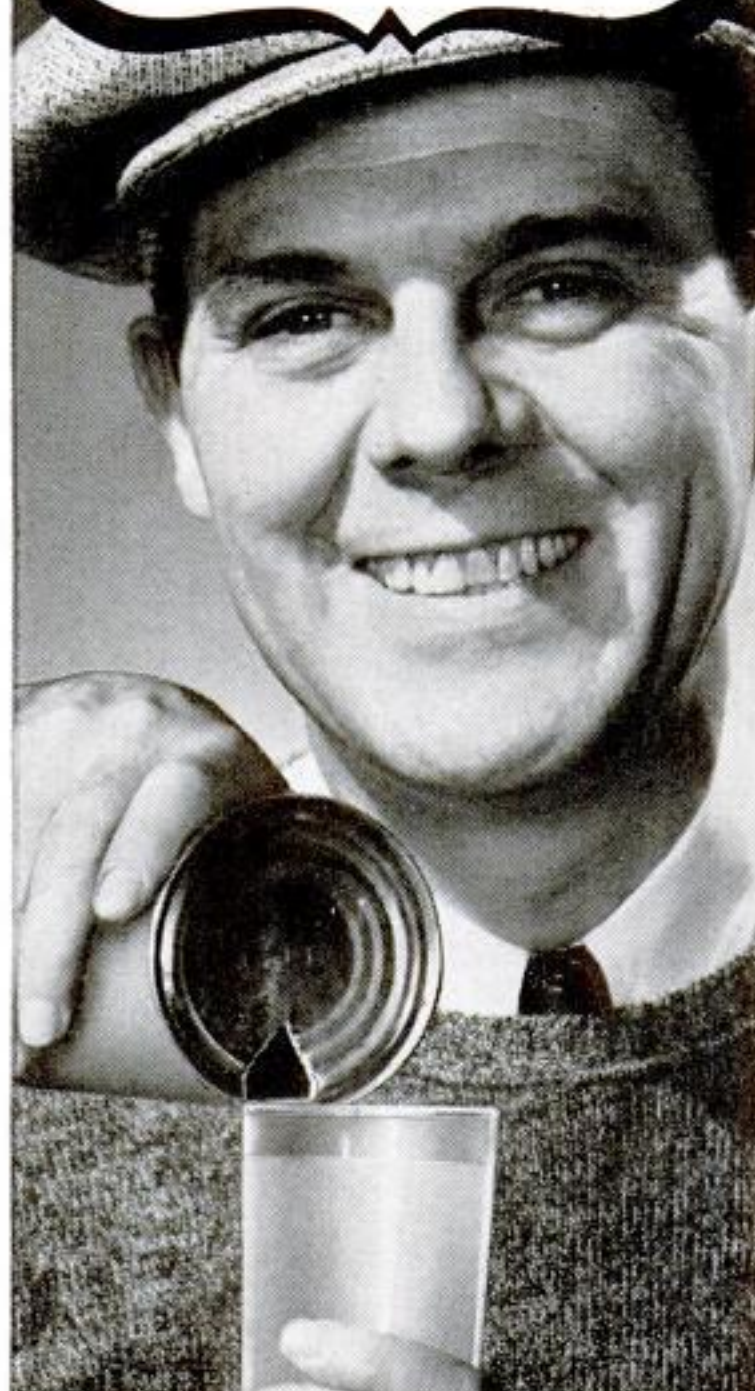
Clear coffee or tea—

1 level teaspoon sugar

*Make sure, of course, that your overweight is not caused by a condition that requires medical treatment.



Here's a "just-right"
blend of orange
and grapefruit juice
—all ready to enjoy



Folks are saying this blend of grapefruit and orange juice combines everything they like best in both fruits—the sweet rich flavor of luscious Florida oranges, and the tart, taste-wakening zing that belongs to Florida grapefruit.

Blended in a just-right combination and put up by the folks down in Florida, this delightful new drink now comes to you canned all ready to enjoy.

It's a grand starter for any meal—and the vitamins make it a wonderful thing for children!

Will you get some?

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FLORIDA
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ORANGE AND
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Blended

Look for the word "FLORIDA"
on the can if you want the best

Hitchcock's New Picture (continued)



Mary Yellan saves situation by extinguishing false beacon. Gang is enraged. Mary escapes in wagon. By now, lieutenant has summoned aid from military garrison.

Pengallan achieves spectacular end. He kidnaps Mary, boards packet for France. Troops arrive as packet sails. Pengallan kills himself by jumping from yardarm.



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ADVISOR
SAYS:

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SMOOTH HINDS HONEY AND
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HINDS HELPS KEEP YOUR
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Go to your bicycle store and get an Official Entry Blank. Then write 100 words or less on "Why I Want a New Departure Speed Changer on My Bicycle." Mail it to—

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BRISTOL, CONNECTICUT

ENTER CONTEST NOW. Win All-expense Trip (or \$250.00 in cash,) or one of the 106 other prizes. Get Official Entry Blank at your bicycle store today!



You need STANBACK for speedy headache relief without the jitters. Try it, too, for neuralgia, muscular aches and similar pains. In use 27 years. Millions used yearly. Be wise! Try STANBACK! 10¢ & 25¢ at drug stores.

TRIAL OFFER: 25¢ Package!
Mail this ad and 10¢. Act NOW! Be prepared!
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Snap Back with **STANBACK**
HEADACHE POWDERS



**"It will pay you
to move those tanks"**

THE owners of this factory had located their storage tanks, containing volatile oils, naphtha and gasoline, near the oil-boiling section of the plant. The danger of fire communication was great, as the White Fireman* pointed out. There was no reason why the tanks could not be placed elsewhere on the property, and the White Fireman recommended that they be moved a sufficiently safe distance. He also made a number of other suggestions for reducing the fire hazard, after a careful inspection of the entire plant. By adopting these recommendations, the owners enjoyed greater safety against fire...and earned a lower fire insurance rating. Their saving on their fire insurance premium alone is \$5,000 yearly.

*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

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This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life · FOUNDED 1792 · LOSSES PAID: \$435,000,000

NATURAL HISTORY



Naughty Nautical
JANE WITHERS
 has a wardrobe of three
CATALINAS!
 all made figure-flattering with
CONTROLASTIC*



LEAVE it to Jane to do things enthusiastically . . . whether it's playing a lively, lovable role in her new 20th Century Fox film, "Boy Friend" . . . or finding the slickest swim suits ashore or afloat.

Smart juniors . . . here's your cue . . . it's Catalina, made with Firestone CONTROLASTIC, the new elastic yarn that whittles the sprouting teen-age figure to bathing beauty proportions.

CONTROLASTIC's unique construction (3 to 5 wrapped layers of pure rubber in each tiny strand) makes it extra resistant to sun, air and water . . . keeps your Catalina lively and figure-flattering all season long.

Jane Withers wears, reading from top:
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 with CONTROLASTIC.
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 All in misses' sizes in beautiful
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 Write for free autographed picture of
 Jane Withers in full color, to Pacific
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 HOLLYWOOD AND YOU!

Catalina
SWIM SUITS
 WITH  This label pledges Multi-ply
 elasticity and figure control

PACIFIC KNITTING MILLS, LOS ANGELES, CAL.



An adult flamingo examines its chick with its long black, orange and yellow beak and small, sharp eyes. Nests are made of mud, twigs and small rocks. The males and females take turns hatching the egg and wandering off in search of their food.

HIALEAH RACETRACK FLAMINGOS

AT LAST HATCH FLOCK OF CHICKS

On May 24, 1936, a large, white egg suddenly appeared lying on top of a pile of mud in Florida. It had been laid by a flamingo in the enclosure of the Miami Jockey Club at Hialeah Park and was the first flamingo egg ever laid in the U. S.

To add to the color of his already beautiful, palm-fringed racetrack, Joseph E. Widener had imported 14 flamingos from Havana in 1931. One fine day they all flew away. Since then he has imported 268 flamingos from Cuba, Chile and the Argentine, has taken the precaution of clipping their wings to prevent escape. Still these grotesquely beautiful birds, with bright pink plumage and serpentine necks, were slow to breed. This year, however, Hialeah's flamingos, apparently acclimated by now, have bred 38 baby chicks. They are the only flamingos to have nested in the U. S. Although they are visible at all times at Hialeah, on special occasions they are paraded down the track to delight of spectators.

Known as *Phoenicopterus ruber*, this flamingo bears a pleasing resemblance to the tiny olive placed on the end of a long toothpick in a Martini. His legs, more than 2 ft. long, are twice the height of his body. Accustomed to swamps and shallow ponds, Hialeah's birds have settled around a small pond in the infield, not far from the grandstand (below). They make their nests here by taking marl out of the water with their bills and piling it up layer by layer. They then pack each layer down tight with their webbed feet. For food they enjoy a special diet of boiled rice, dried shrimp, wheat and cod-liver oil. To eat, they plunge their beaks, bottomsides up, into the food trough, scoop up their meal. Flamingos eating look alarmingly like miniature steam shovels.



Within sight of the grandstand at Hialeah Park racetrack, 268 imported flamingos go their way without care for horses or men. There is one male for every female at the park. The birds have been paraded on Hialeah's turf course twice this spring.

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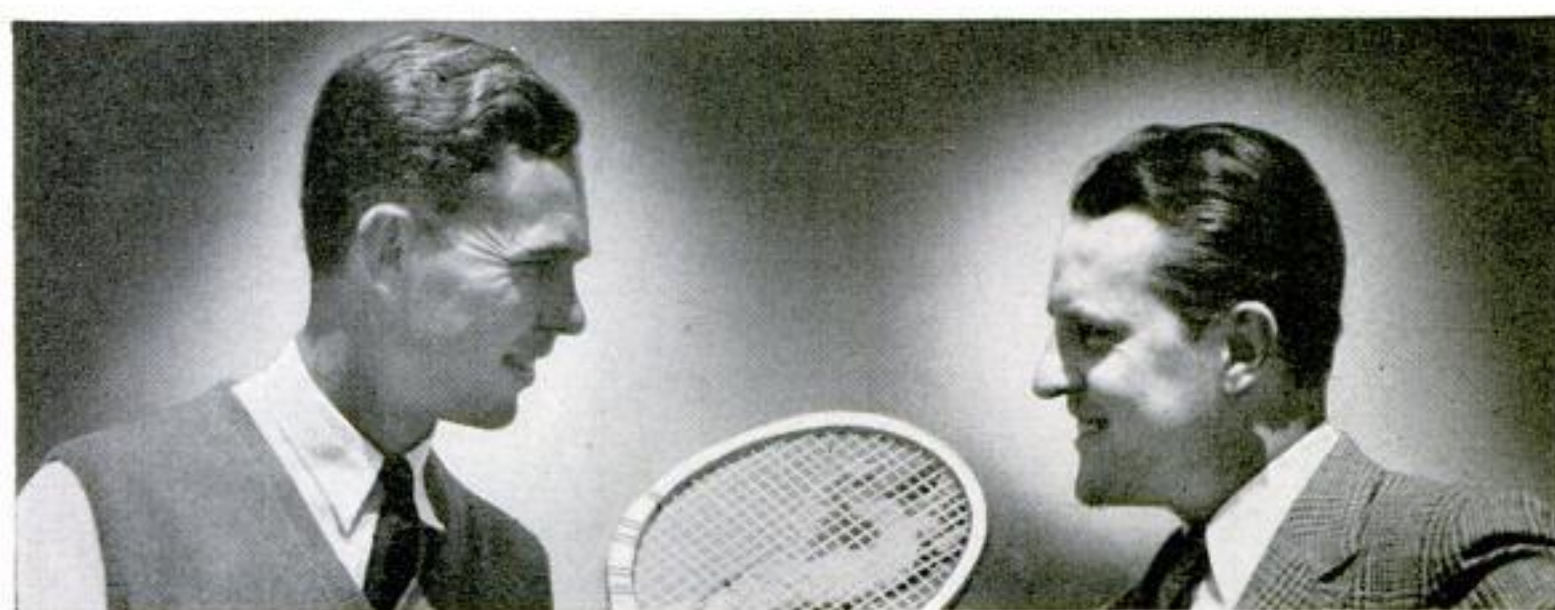
Sam Snead

SAYS:

IT'S WILSON TODAY IN SPORTS EQUIPMENT



"I use Wilson Equipment *exclusively* and have for years. I've made all my records for long driving with Wilson Clubs and Wilson Golf Balls. Naturally, I can endorse Wilson Equipment from actual daily experience. Guldahl, Revolta, McSpaden, Sarazen, Helen Hicks, Opal Hill, and others I could mention, also use Wilson Equipment *exclusively*. Unquestionably, 'It's Wilson Today'."



VINES: I've used Wilson "Vines" Rackets *exclusively* for many years. They have everything I want in balanced swing weight, power and stamina. Yet you can buy a Wilson Vines "Personal" or "Professional" Racket at any good sporting goods store.

INQUIRER: That answers my question. Don Budge and others tell me similar experiences. It's a grand testimonial to the quality of Wilson "stock" rackets.



Look, Dad—"It's *Wilson* Today in Sports Equipment." That's why I'm so strong for *Wilson* Golf Clubs and *Wilson* Tennis Rackets for our trip. You see *Wilson* equipment everywhere you go. And when great champions like Ralph Guldahl and Don Budge and others use *Wilson* equipment *exclusively*, Dad, that's about the best recommendation there could be.

• • •

No matter where you go today in sports-playing America, *Wilson* is a popular name on sports equipment. Such nationwide preference does not merely happen. It has to be *earned*. It's *Wilson* today because *Wilson* equipment is designed, built and "play-tested" by leading authorities, to help you play a *better* game—whatever your game may be. See your *Wilson* dealer or golf professional or write us. *Wilson* Sporting Goods Co., Chicago, New York, Los Angeles, San Francisco and other leading cities.

"It pays
to play"

Wilson

SPORTS EQUIPMENT

Players mentioned
are retained on
Wilson's
Advisory Staff

ATHLETIC APPAREL AND EQUIPMENT • BADMINTON • BASEBALL • BASKETBALL
FOOTBALL • GOLF • SOCCER • SOFTBALL • SQUASH • TENNIS



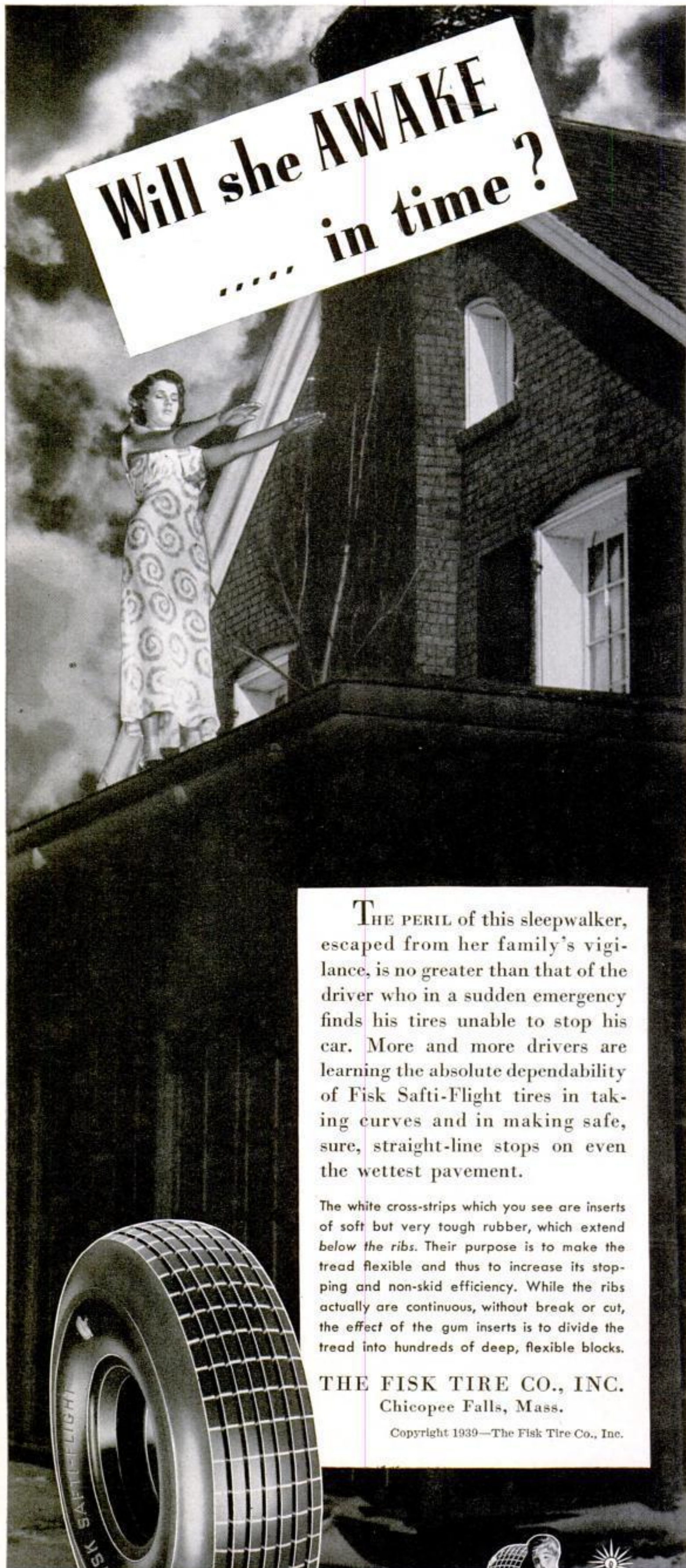
Each colony of flamingos (called a "city") has a leader. At the sight of an enemy he gives a honk-like call, which is followed by distress cries from the rest of his "city."

A slight hollow is formed at the top of the nest to contain the egg, which takes a few days over a month to hatch. Flamingos' nests are usually about 13 in. high.



CONTINUED ON P. 77

Will she AWAKE
..... in time?



THE PERIL of this sleepwalker, escaped from her family's vigilance, is no greater than that of the driver who in a sudden emergency finds his tires unable to stop his car. More and more drivers are learning the absolute dependability of Fisk Safti-Flight tires in taking curves and in making safe, sure, straight-line stops on even the wettest pavement.

The white cross-strips which you see are inserts of soft but very tough rubber, which extend below the ribs. Their purpose is to make the tread flexible and thus to increase its stopping and non-skid efficiency. While the ribs actually are continuous, without break or cut, the effect of the gum inserts is to divide the tread into hundreds of deep, flexible blocks.

THE FISK TIRE CO., INC.
Chicopee Falls, Mass.

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FISK

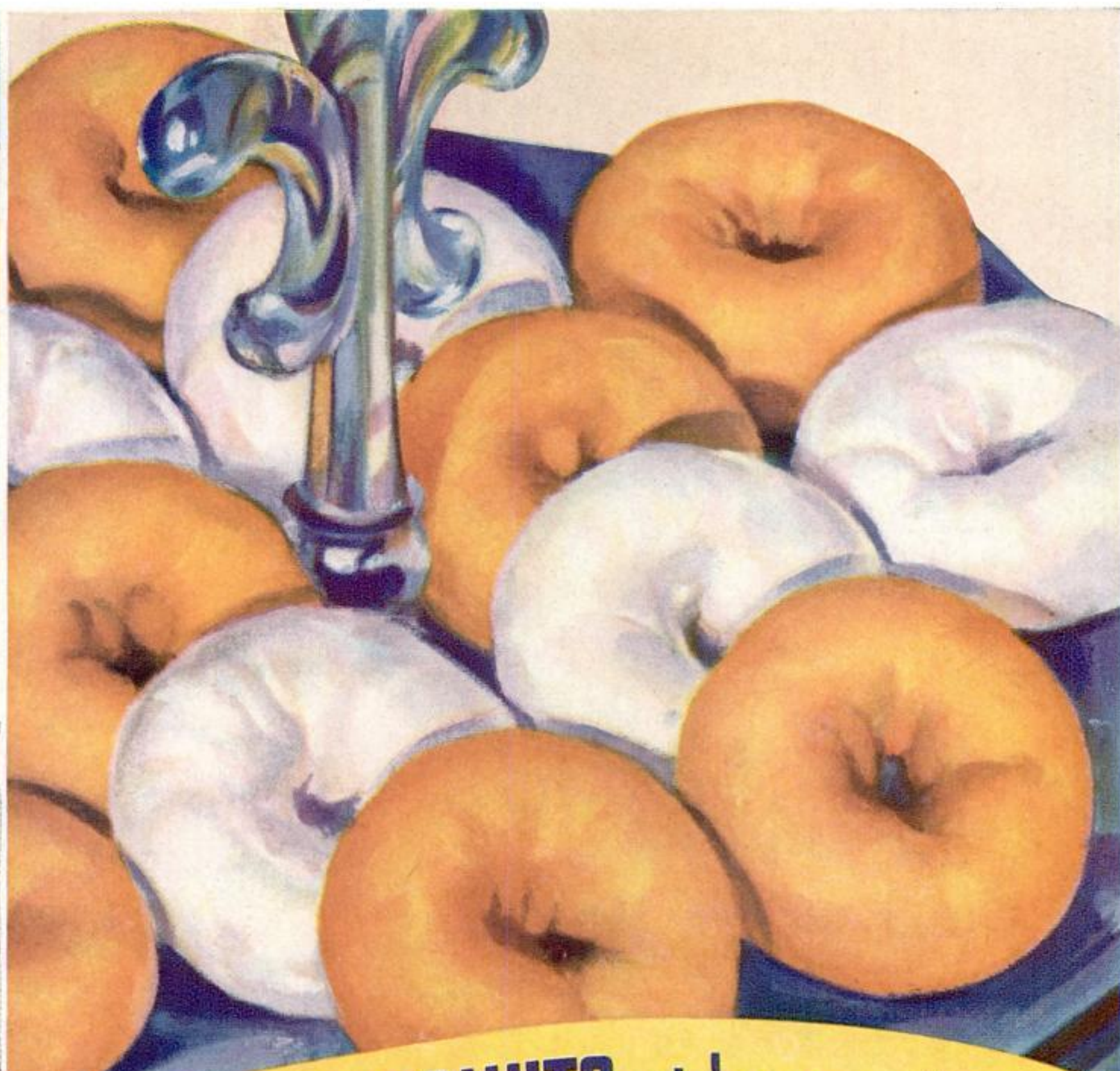


TIME TO RE-TIRE
"GET A FISK"

PLUS Protection IN THE SKID ZONE ** PLUS Protection IN THE BLOW-OUT ZONE



THE DONUT TOWER looms high above the beautiful San Francisco World's Fair...and attracts thousands of hungry Fair-goers who are discovering that Tested Quality Donuts are the tastiest treasure on Treasure Island!



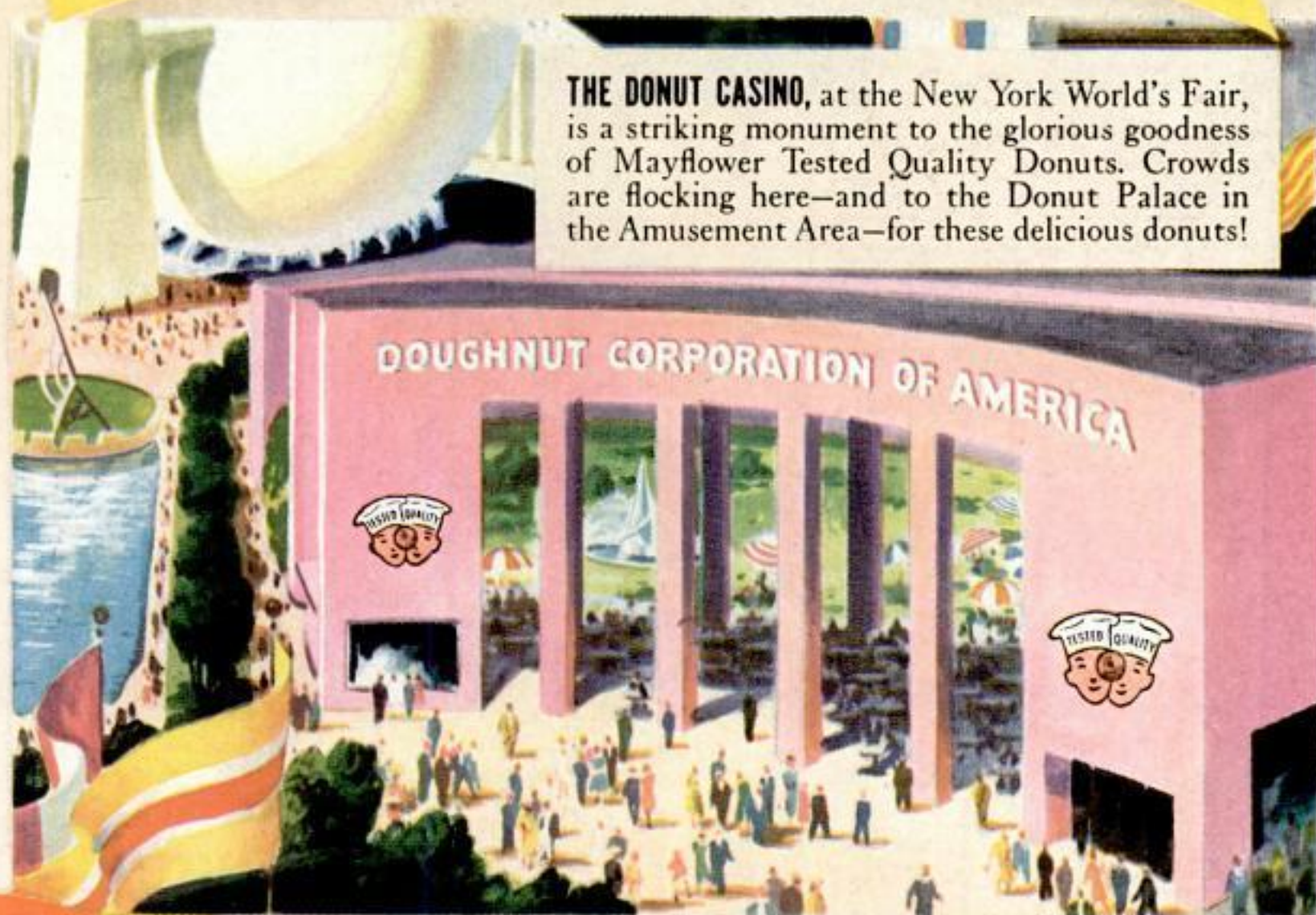
Enjoy these delicious **WORLD'S FAIR DONUTS** at home...*today!*

HOORAY! Now you can enjoy these melt-in-your-mouth donuts that millions of people at both World's Fairs are raving about! Your own baker, donut shop, or food store has these *extra-special* donuts that bear the famous Seal of Tested Quality.

LOOK! Is it any wonder they're America's *prize* donuts? For Tested Quality Donuts are made from certified milk... selected quality eggs... sun-ripened wheat... and pure vegetable shortening! Give the children all they want with their milk or cocoa... Tested Quality Donuts are wholesome, pure, and digestible.

SURPRISE your family with this grand taste-treat *today*. You will find these special donuts under various brand names, including Mayflower and Downyflake. Just be sure the Tested Quality Seal is on the package and you can be sure you're getting the best donuts in town!

MAYFLOWER  **Downyflake**



THE DONUT CASINO, at the New York World's Fair, is a striking monument to the glorious goodness of Mayflower Tested Quality Donuts. Crowds are flocking here—and to the Donut Palace in the Amusement Area—for these delicious donuts!

LOOK FOR THIS SEAL

★ *Different* ★ *Delicious* ★ *Digestible* ★ *Doughnuts*

Doughnut Corporation of America, New York City • Canadian Doughnut Corporation, Ltd., Toronto, Canada
British Doughnut Co., Ltd., London



FREE TRIPS TO EITHER FAIR! — 88 CASH PRIZES — Here's the chance of a lifetime...to spend your vacation at the San Francisco or New York World's Fair (whichever you prefer) with all traveling expenses paid! Or you may win one of 88 cash prizes! Just enter the World's Fair Donut Recipe Contest. It's easy—it's fun. Ask your local dealer for *free* entry blank containing full details.



You Get Shaves That Look And Feel Like A "Million" With This New **Gillette Blade** At 1/2 Price!



**Improved Kind Of Edges
Protect Your Face From
Smart And Irritation!**

QUICK, easy, refreshing shaves that make your face *feel good* and look its very best! That's the kind of shaves you get with the Thin Gillette Blade every time! And what's more... you save money, too! No wonder men everywhere are enthusiastic about the Thin Gillette. This top-quality blade is precision made to fit your Gillette Razor exactly... and costs only 10c for 4. The steel is easy-flexing and hard enough to cut glass. Honed by an entirely

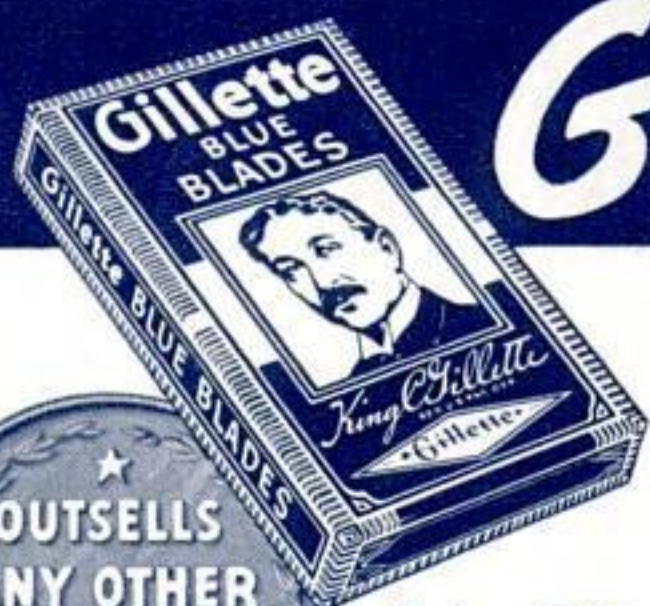
new process, the edges are super-keen and absolutely uniform. Most men say this new blade out-performs and outlasts ordinary blades two to one. That's only the half of it. The Thin Gillette also protects your skin from the smart and burn caused by misfit blades. Remember—Gillette alone has the experience and facilities to make as fine a low-priced blade as this. Buy a package of Thin Gillettes from your dealer and get real shaving comfort for every penny.

You'll Enjoy Gillette's Exhibit In The Medicine Chest, Hall Of Pharmacy, World's Fair

*Reputable Dealers Give You What You Ask
For. Don't Gamble With Substitutes . . .
Insist On Gillette Blades!*

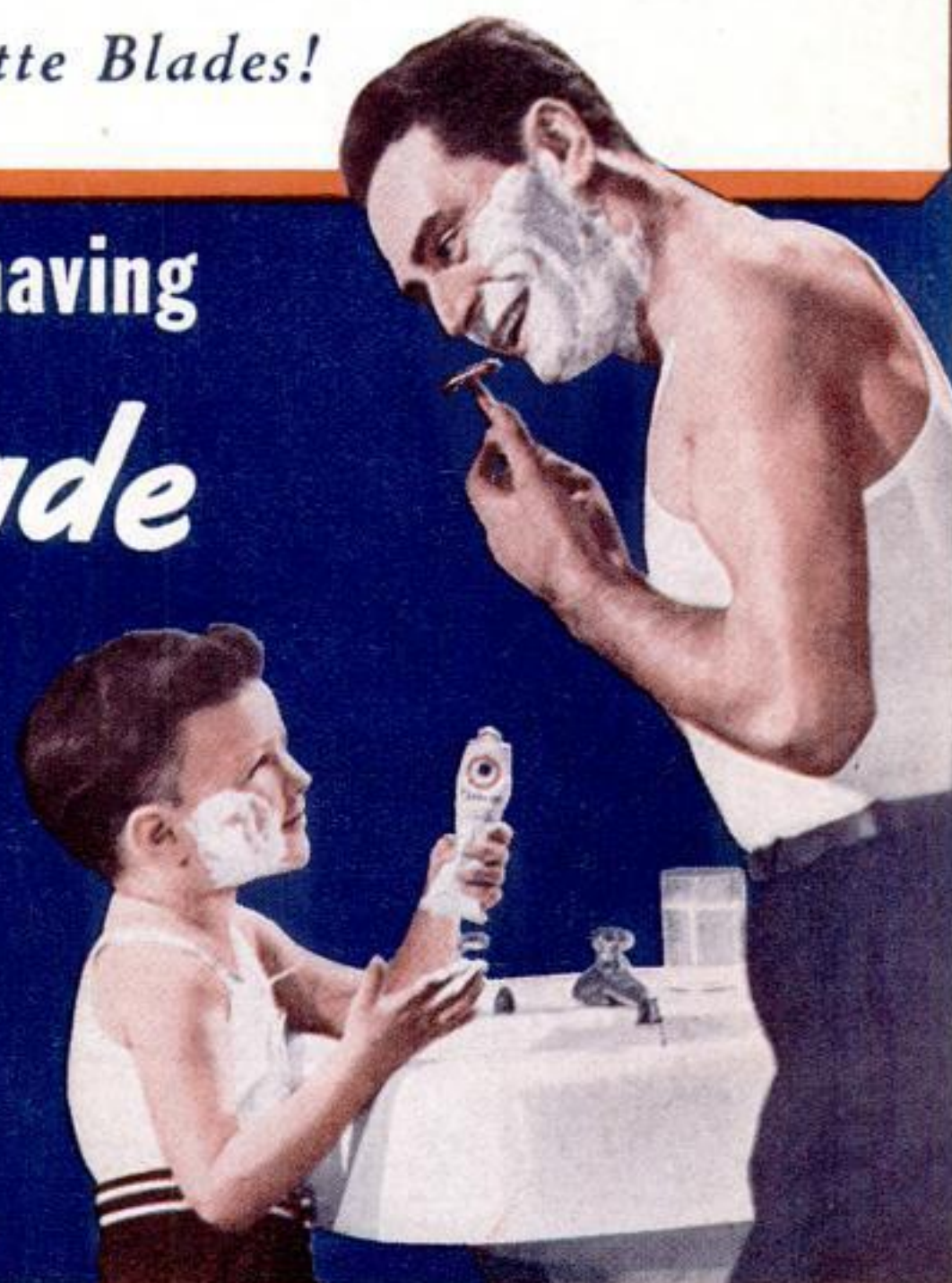
**Naturally . . . You Men Who Want Utmost Shaving
Luxury Demand The**

Gillette Blue Blade



5 for 25¢

TODAY'S Gillette Blue Blade is in every respect the finest razor blade ever produced. As such, it holds the world-wide preference of men who demand all that money can buy in shaving comfort. It is a luxury, to be sure, but one that every man can afford, for it actually *costs less than one cent a day!* With this in mind... don't let anybody talk you out of utmost shaving satisfaction. Rely on your own judgment. Buy a package of Gillette Blue Blades from your dealer. They're guaranteed on a money-back basis.



Hialeah's Flamingos (continued)



This baby flamingo chick is a little ball of soft, white down. Later his color will become grayish-white and, at maturity, bright pink. Underwing, however, is scarlet.

Call of young chick is a whistling noise. For food he eats 1) regurgitated food from parents' beaks, 2) shell of his own egg. Young stay in nests only a few days.



Leisure Shoes

BY BOSTONIANS

Shoes that make loafing a science... just the kind you've always wanted. Shoes carefully casual...weigh but a whisper...flexible as a glove...cool as a Collins. Attractively priced. The store that sells Bostonians in your town has them. See them today!

FOR STREET...SPORT OR LEISURE

MOST STYLES

Some at \$5.50 **\$5** Navajos \$6.85

BOSTONIAN SHOES, WHITMAN, MASS.



ZEPHYRS above
NAVAJOS below



SLAX



ZEPHYR SANDALS



Here's **WESTMORE'S** Amazing
Waterproof
FOUNDATION CREAM
in *Action!*

Eleanor Holm

glamorous star of Billy Rose's Aquacade, at the New York World's Fair—in the water hours every day, yet her make-up is as fresh and thrilling after a swim as the minute she put it on! The answer? Westmore's sensational *waterproof* Foundation Cream, created by Perc Westmore, Make-up Director at Warner Bros.

Glowing Beauty for You!

Thin, filmy, Westmore's Foundation Cream merges right with your skin! It stays on through sun, wind and water, giving you dramatic, glowing beauty. Ideal for beach wear!...Get Westmore's Foundation Cream today. Powder to match in the four color-filtered shades—free from all aging grey tones. 25¢ and 50¢ at drug, department and variety stores.



House of **WESTMORE** *Inc.*
HOLLYWOOD • NEW YORK

Send for

**PERC WESTMORE'S
MAKE-UP GUIDE!**

with the **WONDERFUL MAKE-UP ANALYSIS WHEEL**. It shows you your type—gives you the rules for glamor make-up, used by Hollywood's great stars. Send coupon and 25¢ ... or get it **FREE** with trademark from boxtop of Westmore Powder.

THE HOUSE OF WESTMORE (Dept. M)
730 Fifth Avenue, New York

Please send me Perc Westmore's Make-up Guide.

☐ I enclose 25¢
☐ (or) I enclose trademark from box of Westmore Powder, to receive Make-up Guide **FREE**—as soon as it's off the press.

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Street Address _____

City _____ State _____

Life goes to a Dude Ranch

where Easterners get a taste of Western living

Photographs for LIFE by Martin Munkácsi

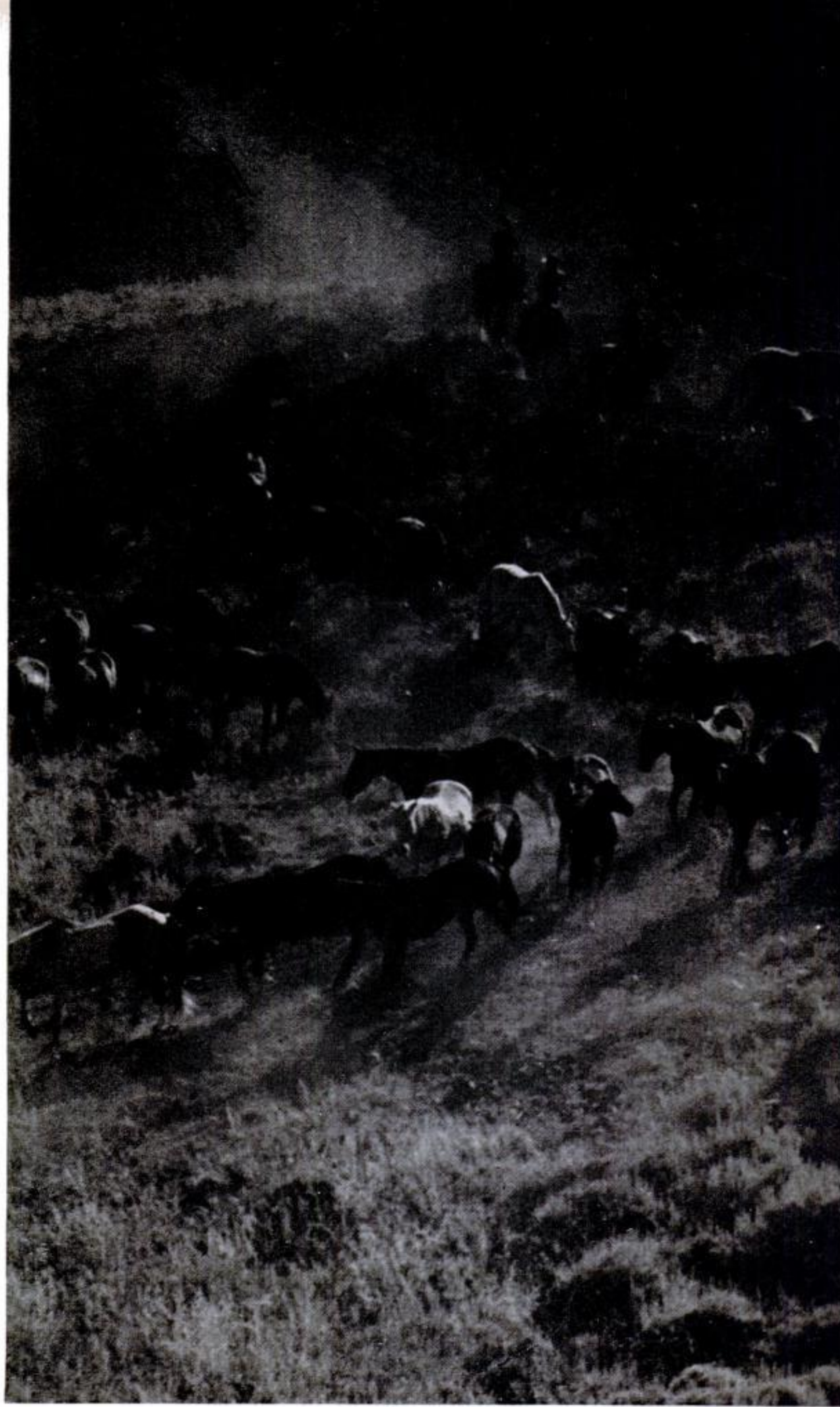


COWBOYS LOVE BIG HATS

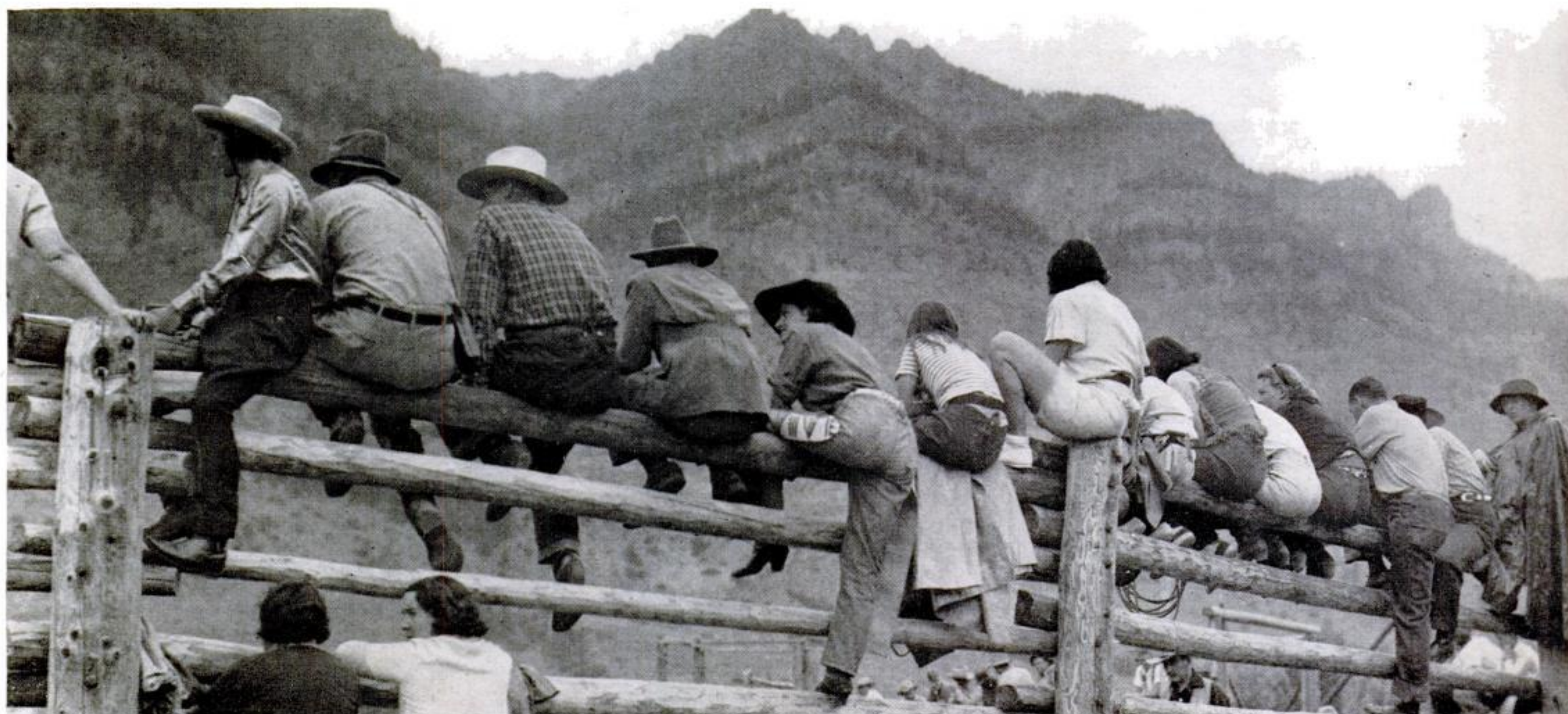
History, fiction, fashion and the movies have combined to make Easterners realize that the West is an exciting and glamorous part of the U.S. This fact explains the existence of dude ranches where some 12,000 Easterners spend over \$3,000,000 every summer to see how the other half of the country lives. The dude-ranch industry started in a quiet way about the turn of the century, grew rapidly as transportation improved. The West's dude ranches now support almost as many cowboys as its real cattle ranches. There are currently some 300 such outfits, ranging from the 640-

acre ranches of little cabins which are Western equivalent of Eastern tourist lodges to 50,000-acre ranches where dudes are part of a genuine operating livestock ranch. Rates at dude ranches vary from \$35 to \$75 a week. Valley Ranch, 43 miles south of Cody, Wyo., in the heart of the West's cattle country, is a typical high-grade dude ranch. Owned by Irving H. ("Larry") Larom, it draws about 200 visitors a year, who stay from two weeks to the whole summer. While at Valley Ranch these dudes ride, swim, fish, learn to round up horses, bulldog steers, throw a rope and talk like cowhands.

It would be a sad mistake to suppose that Easterners are the only people who get back to nature at dude ranches. The fact is that Easterners live as comfortably in these institutions as they do at home. For cowboys, however, the dude ranches offer a real chance to get back to simple things. On many modern non-dude cattle ranches, the cowboys ride on tractors and round up dogies in Fords. On dude ranches, however, they can wear spurs and picture hats to their hearts' content, spend off-time rope-spinning, singing and impressing guests with tall stories.



AT VALLEY RANCH THE DAY BEGINS WITH THIS ROUNDUP OF 150 HORSES



Sunday afternoon rodeo is a Valley Ranch feature. Guests sit on corral fence to watch bulldogging, roping and bron-

co-riding exhibits by expert cowboys. Many Valley Ranch cowboys, like those at other top-notch dude establishments,

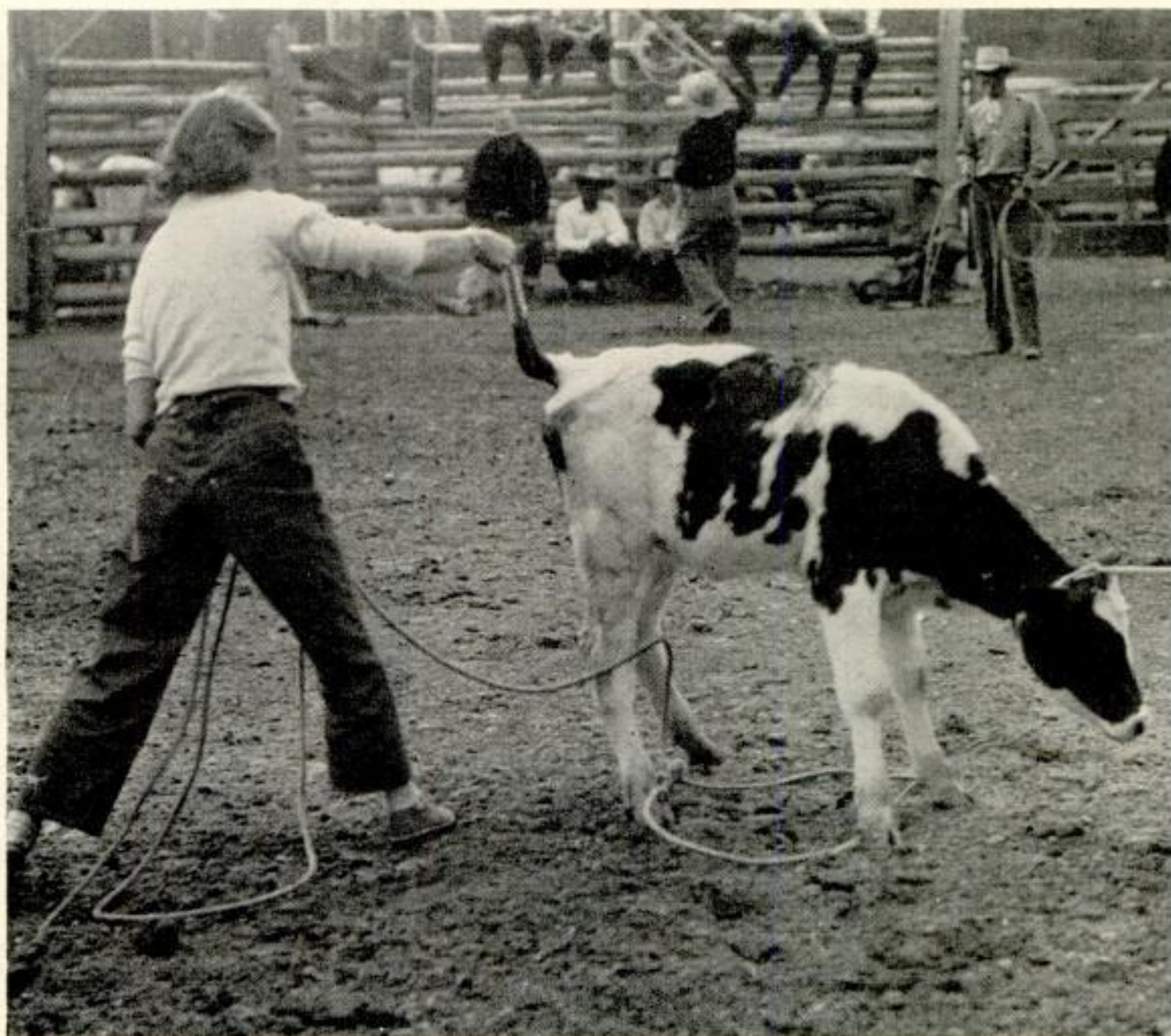
spend winters on the rodeo circuit that reaches its climax in Cody stampede, which draws 5,000 to its July 4 finale.



TURNED LOOSE EVERY EVENING. COWBOYS AND ENERGETIC GUESTS GET UP AT DAWN, SPREAD OVER 6,000 ACRES, WRANGLE HORSES INTO CORRAL AT 7 A.M.



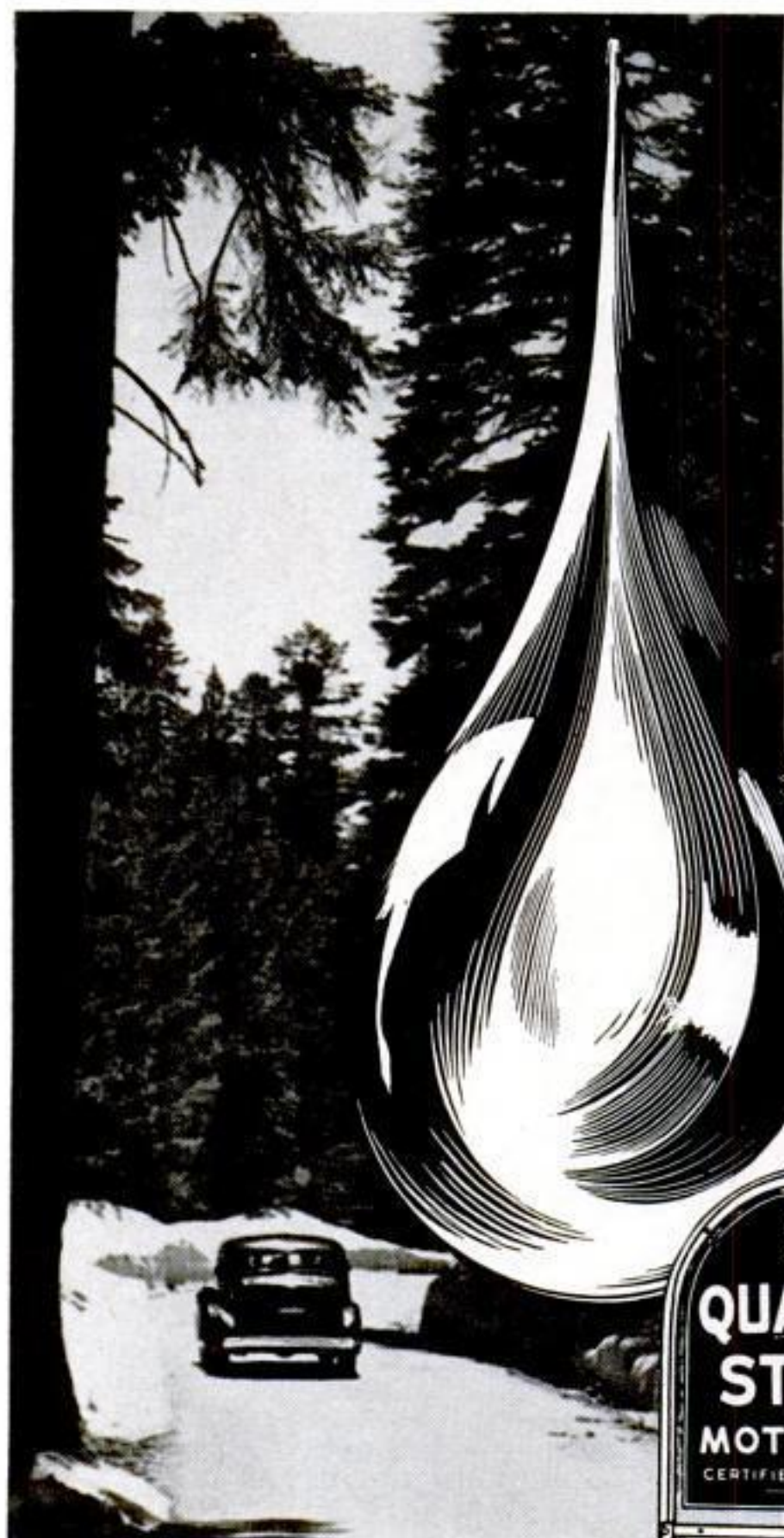
Small steer, ridden by small dude, obligingly kicks up heels. Roosevelt I was a pioneer in the badlands of South Dakota.



Pulling calf's tail is characteristic dude method of getting animal inside a rope-loop. Dudes up to 18 learn cowboy procedure fast. Girls are more apt at rope-throwing than male contemporaries.



Children's roping contest is part of rodeo. Sunday is the horses' holiday.



Rocky Mountains (Colorado)

Oil Purity

MEANS MORE MILES

One reason why Quaker State Motor Oil means more miles of care-free driving is because all impurities and volatile elements have been scientifically removed. Under Quaker State's standard of purity, each drop of oil must be pure rich lubricant... acid-free... must possess maximum heat-and-wear-resisting qualities. For over 25 years, car owners have recognized Quaker State to be supreme in these essentials of correct lubrication. Change now to *Acid-Free Quaker State* and your car will run better, last longer. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

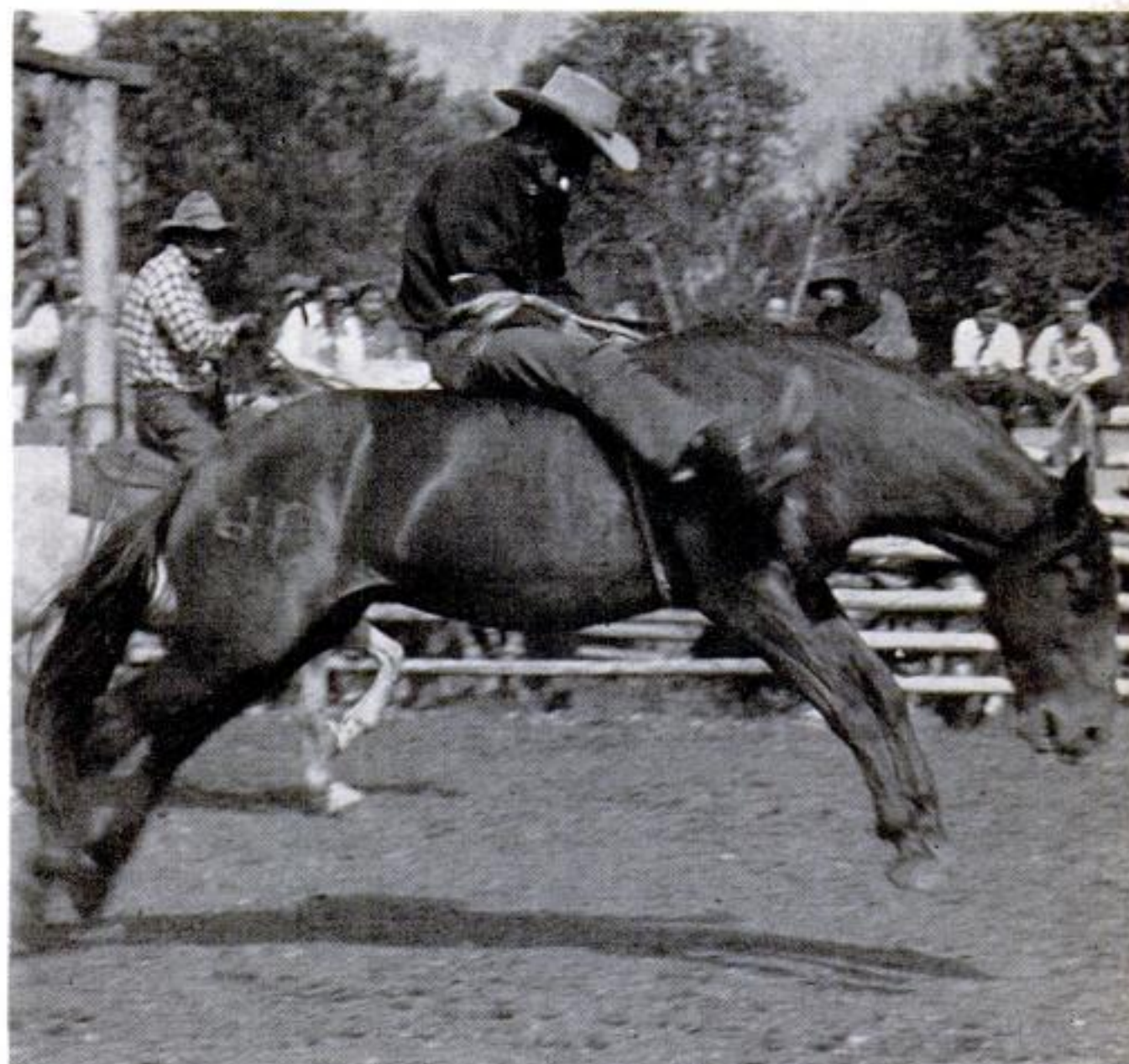
QUAKER STATE
MOTOR OIL
CERTIFIED — GUARANTEED

Retail price
35¢ per quart

Life's Dude Ranch (continued)



Rope tricks are an essential part of the technique of a good dude-ranch cowboy. The name "dude" comes from the legend that Easterners dress up in fancy clothes. Actually, Easterners wear \$1.75 blue jeans while cowhands' Stetsons cost up to \$75.



Bronco riding is a spectacular item in dude rodeos. The patience and intelligence of ranch animals are a lesson to all visitors. Broncos will fight rope and saddle until they drop or throw rider. An exceptional bucking horse is often worth \$1,000.

Whether or not
you're going to the Fair—

AMERICA'S FINEST MAGAZINE DOES NEW YORK FOR YOU!

So that you who are going to the World's Fair may know New York better than many New Yorkers know it, and so make the most of your time and get the most for your money there—

So that you who are staying at home may have some of the fun of a trip to New York without stirring from your favorite armchair, and be able to talk New York with your friends when they come back—

LIFE's sister magazine, *FOR-TUNE*, this month places on sale the biggest issue it has ever published—an issue entirely given over to *The Story of New York City*, told in 230 pages, 100,000 words, and hundreds of superlative pictures—many of them in full color.

World's Fair or not—going or staying at home—be sure you see

FORTUNE'S NEW YORK ISSUE

\$2.00 a copy at your newsstand



HURRY!
PRIZE CONTEST CLOSES JUNE 30th
ALL-EXPENSE TRIPS
TO EITHER WORLD'S FAIR
FREE

TO BOYS AND GIRLS (and parent or guardian)
And 106 other Valuable Prizes!

You've still time to enter this thrilling contest. Easy to compete—nothing to buy. But hurry!

Go to your bicycle store and get an Official Entry Blank. Then write 100 words or less on "Why I Want a New Departure Speed Changer on My Bicycle." Mail it to—

NEW DEPARTURE
BRISTOL, CONNECTICUT

ENTER CONTEST NOW. Win All-expense Trip (or \$250.00 in cash,) or one of the 106 other prizes. Get Official Entry Blank at your bicycle store today!



POPULAR MELODY 2 1/2" - WARNING SIGNALS

THE NEW YORKER - "Boys and Girls Together" like the motor trains at New York World's Fair of 1939.

THE CALIFORNIAN - Where men are men and auto horns play "California Here I Come."

SPARTON HORNS for every automotive need. See your dealer or write for booklet 402-L.

THE SPARKS-WITHINGTON CO.
JACKSON, MICHIGAN

Horns . . . Refrigerators . . . Radio



"Throwing the Diamond" is hitch used for tying all sorts of packs on all sorts of animals, is not as simple as it looks. When not on trips, schedule for Valley Ranch guests is 8 o'clock breakfast, 12:30 dinner, 6:30 supper, 8:30 dance, 10:30 bed.



Pack trip of young girls at Valley Ranch goes off into mountains for four weeks, costs each member \$395. Here girls ride to ranch in heavy rain, wearing yellow saddle-slickers. Cowboys and female dudes often enjoy mild romances, seldom marry.

6 BRUSHES WORE OUT...

One after the other, six brushes, of fine quality bristles, were worn out by our laboratory Wear Machine in a test to determine the normal life of a good grade brush.

...WHILE NEW TEK KEPT ITS SPRING

Here's the new Tek after the Wear Machine Test in which it outlasted the six other brushes. Unretouched photographs.



●Flood it with water... scrub your teeth twice a day—this new Tek, with amazing bristles, keeps its spring and cleaning power *more than 6 times longer than before!* And for years, for thousands of people, Tek has always been "the best brush I ever used."

Today, by an exclusive Tek process, genuine *natural* bristles resist wear-and-water 6 times longer. Not a water-

proof coating that will wear off. But a permanent improvement.

And Tek's small, scientific shape cleans easily *both sides* of your dental arch, massages gums. In a new silver-and-blue carton: Tek 50¢, Tek Jr. 25¢, Tek Professional 50¢. *Double Tek* (one brush for morning, one for night) specially priced.



Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

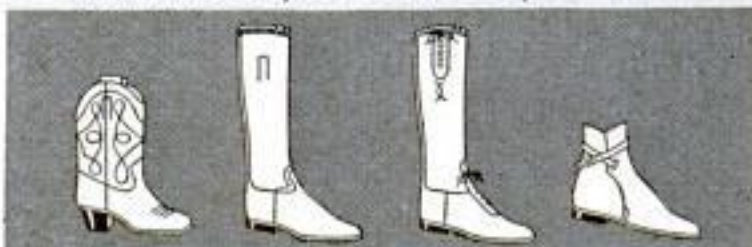
"Riding High" Colt QUALITY RIDING BOOTS



JODGORE
\$7.50 Women's
\$8.25 Men's

ZIP-BOOT
\$8.50 Women's
\$9.50 Men's

ON AND OFF . . . easy as a slipper
Colt-Cromwell makes all types of boots . . . some with patented features . . . all with distinctive styling. Write for catalog and name of your dealer. Dept. L-417.



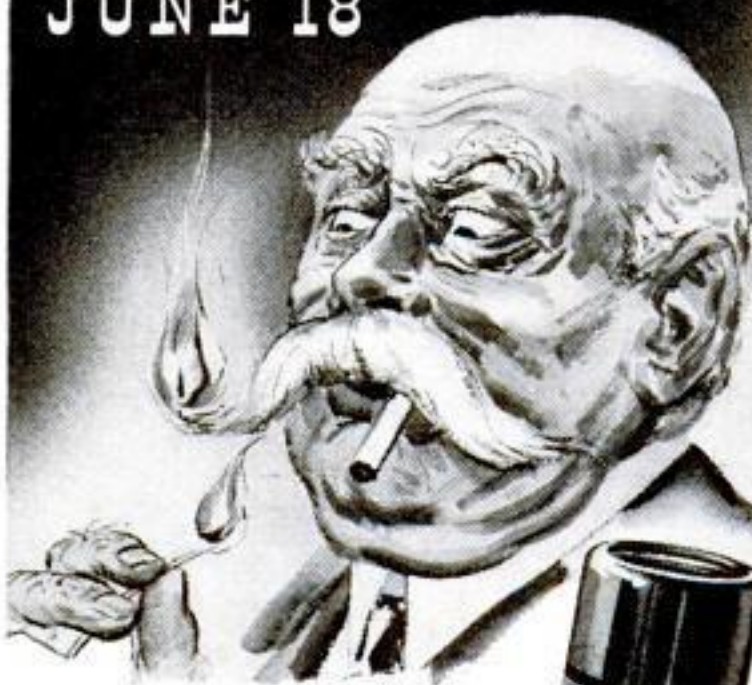
Other styles from
\$5 to \$40



Colt-Cromwell

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47 West 34th Street, New York City
840 So. Los Angeles St., Los Angeles, Calif.

FATHER'S DAY JUNE 18



Gone are the days when cigarettes were lit from tapers, and moustachios smoked before the smoker.

Today the moustache is no fire hazard—not if you use a

GLOPOINT LEKTROLITE

This modern, flameless lighter gives just enough heat to light a cigarette—no more, no less. Simply press the button, draw, and your cigarette's smoke!

Give one to Dad this Father's Day, he'll welcome a gift so sensible.

Other LEKTROLITE models from \$1 to \$10 at your dealers—or use coupon.



\$1
With Fluid



LEKTROLITE CORP. DEPT. L619
Stamford, Conn.
Please send me: ☐ C.O.D. ☐ Check enclosed... Glopoints \$1. ea. ☐ N.Y. World's Fair insignia. ☐ Ill. Folder.
Name
Address.....
City..... State.....
Dealer's Name

PICTURES TO THE EDITORS

OZARK SUPERSTITIONS

Sirs:

Today in the Ozark Mountains of Missouri and Arkansas there are people whose customs have hardly changed since their sturdy forebears wandered west from the Southern Appalachians more than a century ago. Women still use spinning wheels. Minstrels still sing

English ballads brought over by 17th Century colonists. Some people speak with the Elizabethan dialect of Shakespeare's time. And they still believe in medieval witchcraft.

Here are pictures of Ozark superstitions taken by D. F. Fox, with captions by myself.

VANCE RANDOLPH
Galena, Mo.

● Vance Randolph is an Ozark expert. He has written four books about these hillfolk.—ED.



Ozark "witch-woman" makes doll of dirt and beeswax, names it after her enemy. She drives nails into the doll's body to "hurt" corresponding parts of enemy's body.



Instead of the old stork story, Ozark children are told that babies come out of the big galls on black-oak trees. These children are listening for a baby's cry.



"Telling the bees" when someone dies is an Ozark custom. Black cloth on the hives "tells" bees not to swarm. If they did swarm, bad luck would hit everybody.



VICTOR Mono-matic



THE WORLD'S
EASIEST-TO-USE
ELECTRIC IRONER!

ONLY
\$34.95

IRONS EVERYTHING . . .

Presses, Too! Try this amazing new ironer that you can carry to any room—or out to your cool porch. It brings you ease, speed and comfort—makes ironing fun, even in hot weather.

FREE HOME TRIAL!

Light weight makes the Victor Mono-matic exceptionally convenient. Use it on any table in any room—keep it on any shelf. Irons everything from sheets to shirts—"professional" results the first time you use it. Ask your dealer or send for details on free home trial offer!



VICTOR ELECTRIC PRODUCTS, INC.
3004 Robertson Ave. Cincinnati, Ohio

TAN beautifully with SKOL!



When you apply Skol to your skin it helps you to take a lovely tan without painful sunburn. Made after a formula originally developed in Sweden, Skol is now used in 25 different countries for these 4 specific advantages:

- 1 Blocks out harmful, burning rays.
- 2 A greaseless liquid—quick drying—easy to use.
- 3 NON-oily—does not pick up sand.
- 4 Relieves sunburn pain.

SKOL

Try Skol Lipstick to give alluring color to your lips—and protect them from sunburn. 4 lovely shades and pomade.

BUGS ruining your ROSES?

Kill them with Red Arrow Garden Spray. It's quick, simple, sure, inexpensive. Kills insects that harm roses, other flowers and shrubs. Also ants in lawns. Safe to humans, birds, pets, when sprayed. 35c bottle makes several gallons. Easy-to-follow directions on label. Buy Red Arrow Garden Spray where you buy garden supplies.
FREE Send post card to McCormick Sales Co., Baltimore, Md., for Garden Insect Control booklet No. 2E6.

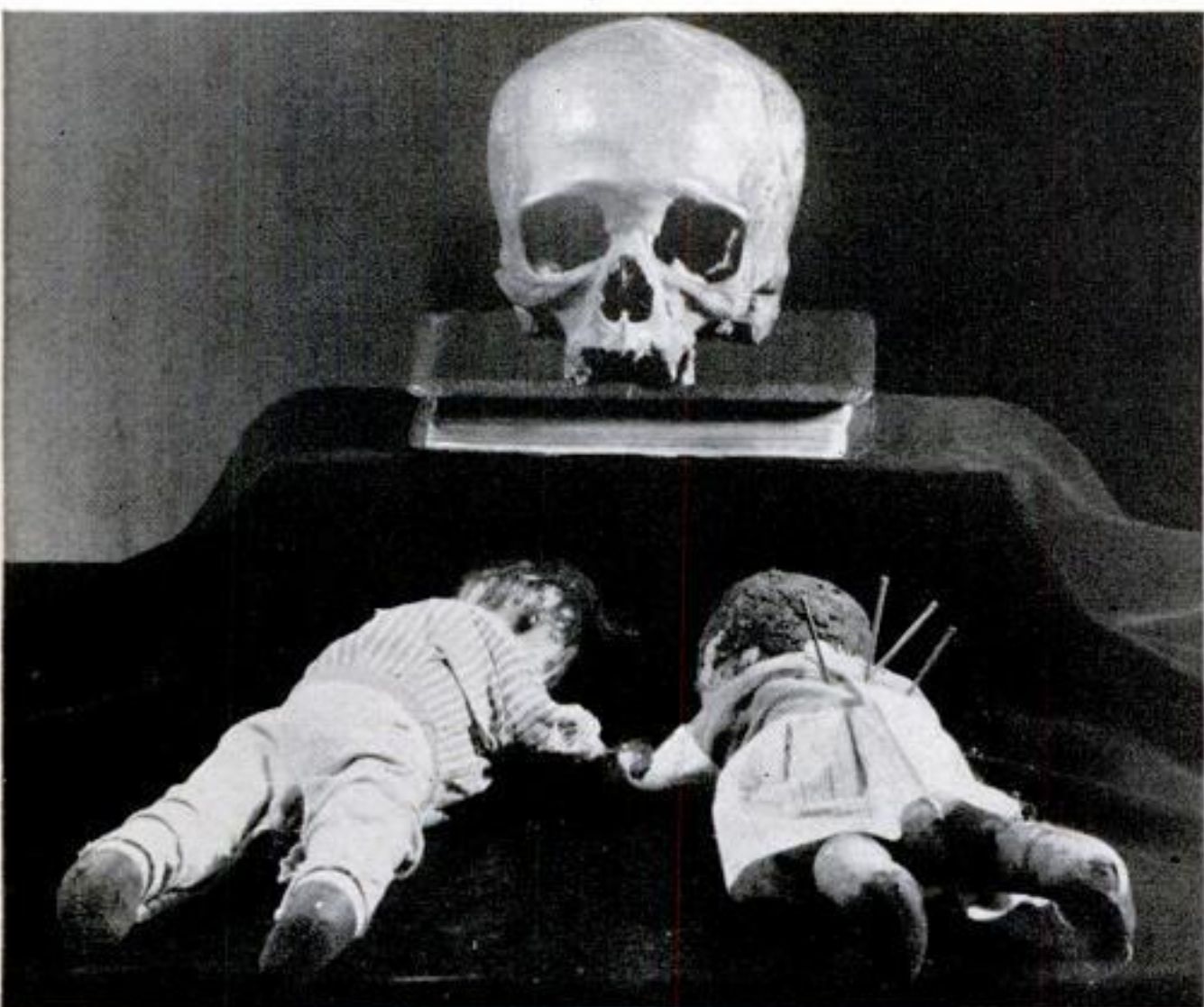




To get a husband, this girl hangs a chicken bone over her door. First man to pass under is her victim. Some girls snatch down the bone when the wrong man appears.



"Heavenly crown" is what the hillfolk call this ball of feathers, sometimes found in used pillows. If it is found in a dead man's pillow, it means he has gone to heaven.



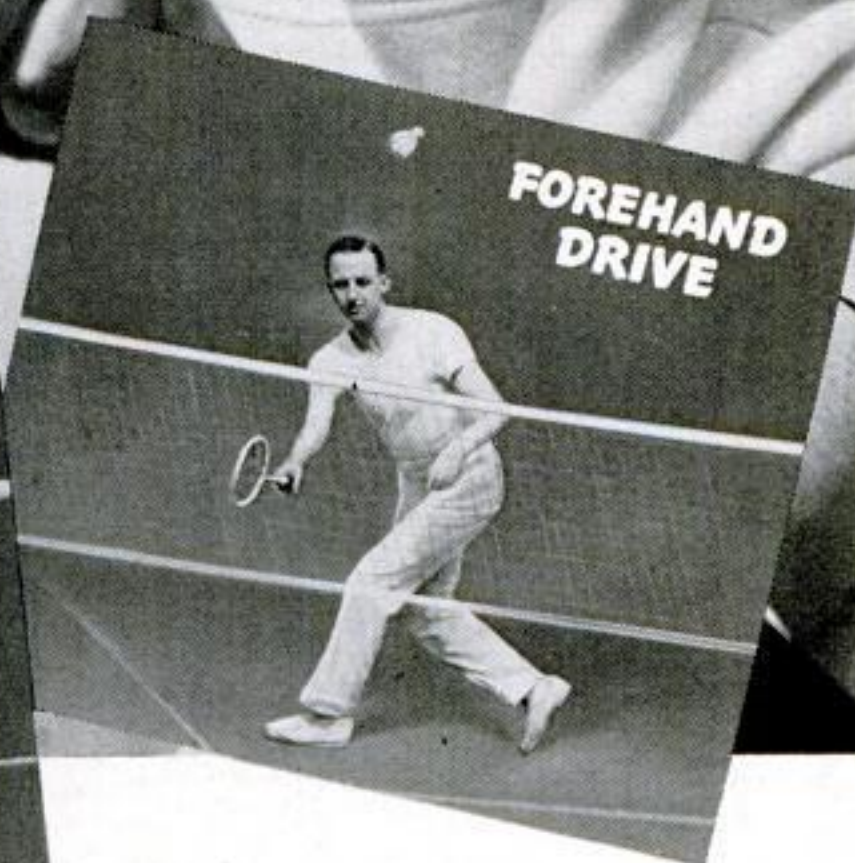
Placing a skull on a Bible and muttering secret spells, a jealous wife hopes to separate her husband from another woman. The dolls represent the adulterous pair.

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SPLIT-SECOND PURCELL

WORLD'S BADMINTON CHAMPION *says*

"Headache, jumpy nerves can ruin anyone's game — **Bromo-Seltzer** relieves headache fast, steadies nerves"



BALANCE—SPEED—split-second timing! No wonder Jack Purcell says headache, jumpy nerves can ruin your game. "In badminton," he says, "you must think fast—act fast. I prefer Bromo-Seltzer for headache because it leaves me more alert . . . helps coördination."

Jack in action demonstrates the perfect playing form that helped him win—and hold for 7 years—the world's title.

Headache strains your Nerves



LIKE MILLIONS of others, Jack Purcell takes Bromo-Seltzer to relieve a headache quickly and relieve nervous strain, too.

Relieves **HEADACHE**
Calms your **NERVES**

With a headache, your nervous system becomes disturbed. That's why headache is best treated with a remedy made to do at least 2 things . . . ease pain fast and steady your nerves. Bromo-Seltzer does both. Tests by a group of doctors proved this.

Take Bromo-Seltzer next time your head aches.* See how fast it eases the pain . . . eases up your tense nerves, too. Keep it at home always. Buy it at any drugstore—soda fountain.

*For frequently recurring or persistent headaches, see your doctor. For the ordinary headache, take Bromo-Seltzer.



BROMO-SELTZER

It's Smart To Own A Movie Camera!



**NOW YOU CAN
AFFORD IT!**
\$15 WITH
FASTER
f4:5 LENS

**Sensational New Guarantee
Insures Your Movies!**
"Satisfactory movies if instructions are
followed or a new roll of film free."
Your guarantee of perfect results
with this \$15 camera.

Everybody is talking about the sensational new 1939 UniveX that gives the simplicity of operation . . . the dependable performance . . . the true-to-life results you'd expect only from high-priced movie cameras! New faster f4:5 lens; New Built-In Optical View Finder; New Quick Loading Mechanism; New Improved Governor; Film Economy (takes movies at less cost than snapshots).

You need this thrilling movie camera for vacation days ahead. See it at your dealer's, or send for free illustrated booklet. Universal Camera Corp., Dept. C-27, N. Y. C.

NEW 1939 UniveX

MEXICAN HUARACHES



An Imported Sport Sandal in White
handwoven of soft leather thongs to give you the
smart cool comfort you want in summer footwear.

THE PRICE IS ONLY \$3.75 postpaid
To order send outline of foot and specify WHITE.
All sizes for men and women.

The OLD MEXICO SHOP
SANTA FE — NEW MEXICO



Ask the Southern Debutante

For generations, Southern women have used Ammen's Powder to keep fresh and cool in warmest weather. Now all feminine America is discovering Ammen's for skin-protection, comfort and beauty. Absorbs perspiration—ideal for prickly heat and sunburn.

**AMMEN'S
POWDER**
Tops in Skin Comfort

TRIAL OFFER: If not obtainable at your dealer's, send dime (in coin) for 10c size postpaid.
Address: Chas. Ammen Co., Ltd. Alexandria, La., U.S.A.

PICTURES TO THE EDITORS

(continued)

SPARROW'S TRAGEDY

Sirs:

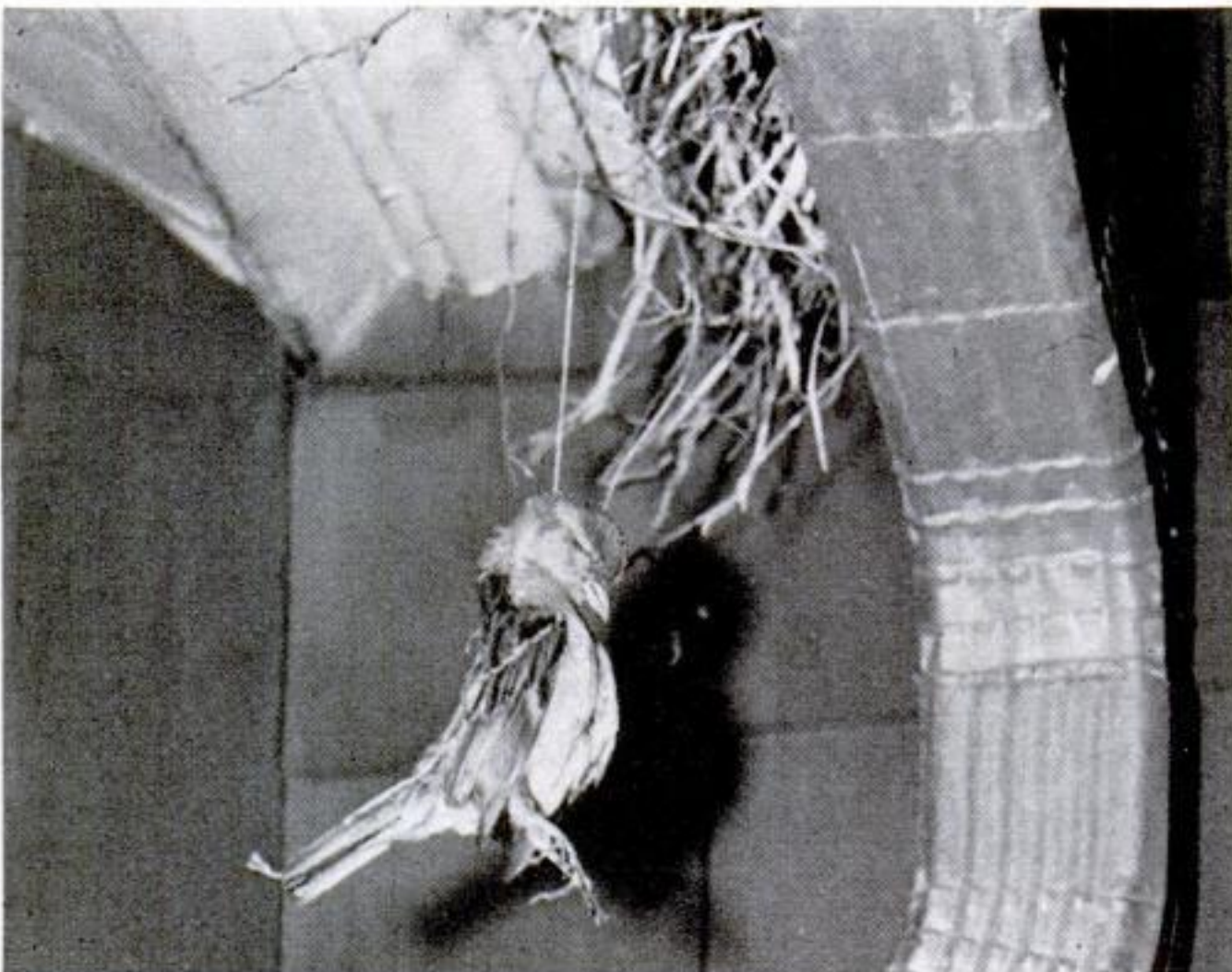
This picture was so pathetic that my editor refused to publish it.

The sparrow and its mate were building a nest under the eaves of the home of Victor May in Dolton, Ill. Mrs. Sparrow found a long piece of string which she

carried to the nest with some difficulty. Just as she got it there a breeze whipped the end of the string into a loop around her neck. She tried to get free and the string tightened into a noose. She was dead when Mr. May reached her.

JOHN PAGORIA

Chicago Herald & Examiner
Chicago, Ill.



MAROONED BY WPA

Sirs:

A monumental tribute to the intelligence of the WPA worker stood for several days at a downtown intersection in Fresno.

The WPA, removing rails from the streets, pulled a timeworn "boner." They figuratively painted themselves into a corner.

While an old trolley car, used as a tool shed, was stationed at the busy downtown corner, the crews pulled up the rails on either side of it and there it sat, marooned.

Enclosed picture shows men at work removing the car at midnight, when the cover of night cloaked the blushes of the bosses.

(NAME WITHHELD)

Fresno, Calif.



UP-TO-DATE DANCING CLASS

Sirs:

In your issue of May 29, you said that the children's dancing class, with its white gloves and prim deportment, never changed. That may be true of most dancing classes but not of those run by Arthur Murray. This picture was taken

at the exclusive Summit School in St. Paul. The pupils are doing the Lambeth Walk. The smiles on the boys' faces are not forced and none of them, as yet, seems to have developed that lifetime hatred for dancing that you mentioned.

HERBERT W. RICHARDS

Arthur Murray Studio
St. Paul, Minn.



LIFE'S PICTURES



Isaac Kitrosser, who took the "mountain-climbing" pictures on pages 6 to 9, is a 40-year-old Russian who lives in Paris. Large and slow-moving, he prides himself on his laziness. He lives quietly in Montparnasse with his wife and pet dog, spends hours every day at sidewalk cafes. Mechanically minded, he has devised numerous gadgets to aid photography, such as an early version of the robot camera. His specialty now is color photography. He uses a Rolleiflex and Leica. His hobby is tinkering with watches. The picture above was made one night in Nantes where Kitrosser, covering a French Workers Congress, spent the night on a park bench because the hotels were filled.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—GJON MILI
2—KEY.—CULVER, P. I.
4—MARGARET BOURKE-WHITE—ROY E. PETERSEN
6, 7, 9—I. KITROSSER
13—A. P.—A. P.—INT., "NEWS OF THE DAY," ACME
14—PATHÉ NEWS, A. P., ACME—UNIVERSAL NEWSREEL from A. P., MOVIE-TONE NEWS, UNIVERSAL from A. P.—DAVID E. SCHERMAN (2), ACME (2)—MOVIE-TONE NEWS
15—Lt. column PATHÉ NEWS—UNIVERSAL NEWSREEL from A. P.—ACME—MOVIE-TONE NEWS; rt. column ACME—INT.—W. W.
16—DAVID E. SCHERMAN, W. W.—W. W.—A. P., N. Y. DAILY NEWS PHOTO
17—W. W.
18—N. Y. DAILY NEWS PHOTO, A. P. (2)—W. W.—W. W., VU from P. I.
19—A. P.
20—DEVER from B. S.
21—PATHÉ NEWS exc. bot. MORSE-PIX
22—INT.—W. EUGENE SMITH from B. S., MELVIN STOCK GRAHAM WELCH—RALPH VINCENT, ROGER DOULENS
23—MILWAUKEE JOURNAL PHOTO by EDWARD FARRER, ACME—ACME—bot. rt. W. W.
24, 25—HERBERT GEHR
26—Courtesy METROPOLITAN MUSEUM OF ART exc. t. cen. MAXIMUS; picture frames by MAXIMUS
27—Courtesy PENNSYLVANIA ACADEMY OF FINE ARTS—courtesy THE A. W. MELLON EDUCATIONAL AND CHARITABLE TRUST
28—Courtesy MRS. HARRY WHITE, courtesy WASHINGTON UNIVERSITY—cen. lt. courtesy MARYLAND HISTORICAL SOCIETY—courtesy ESTATE OF FRANCIS P. GARVAN, courtesy VALENTINE MUSEUM
29—Courtesy HALL PARK MCCULLOUGH—cen. rt. courtesy HENRY R. DALTON—courtesy NEWARK MUSEUM, courtesy THE NATIONAL BASEBALL MUSEUM
30—T. courtesy MESSRS. FOSBURGH
31—Courtesy METROPOLITAN MUSEUM OF ART; picture frames t. lt. and bot. rt. by MAXIMUS
32, 33—MARGARET BOURKE-WHITE
34—ERIC SCHAAFF-PIX
37, 38, 40—HERBERT GEHR
44, 46, 47, 48—SCHAEFFER from B. S.
51, 52, 53, 54—GJON MILI
59 through 65—EISENSTADT-PIX
66—SELZNICK INTERNATIONAL
67, 68, 70—MAYFLOWER PRODUCTIONS—PAR-AMOUNT PICTURES
72, 73, 74, 77—KARGER-PIX
78, 79, 80, 81—MARTIN MUNKÁCSI
84—Bot. GEO. MILES RYAN

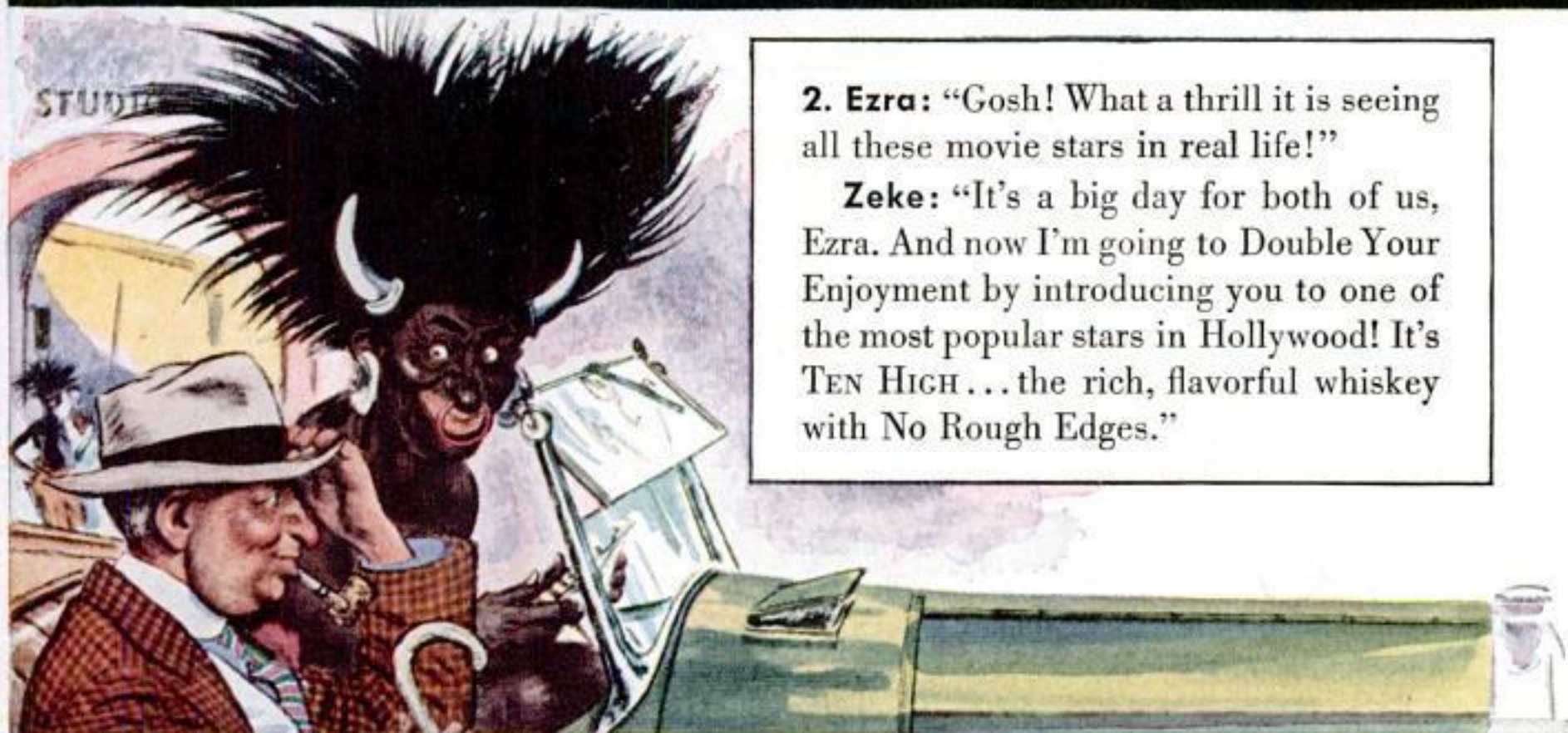
ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC.; W. W., WIDE WORLD

"So you're a Movie Star now, Cousin Zeke!"



1. Zeke: "Yes, I got my first part today, Cousin Ezra. Just wait till the folks back home see me in Superba Pictures' new jungle thriller!"

Ezra: "Well... I'm a little afraid they won't recognize you, Cousin Zeke!"



2. Ezra: "Gosh! What a thrill it is seeing all these movie stars in real life!"

Zeke: "It's a big day for both of us, Ezra. And now I'm going to Double Your Enjoyment by introducing you to one of the most popular stars in Hollywood! It's TEN HIGH... the rich, flavorful whiskey with No Rough Edges."



3. Ezra: "Say! This TEN HIGH is colossal! It's super-smooth, super-tasty..."

Zeke: "Whoa! Look who's gone Hollywood now! You sound like a movie trailer!"

Why Ten High has "No Rough Edges"

Until you taste TEN HIGH you'll find it hard to believe that any whiskey at any price can be so rich, yet be so gloriously light in body! But here's the secret:

TEN HIGH is distilled under doubly careful control in the world's largest distillery. Nothing is left to chance—so "No Rough Edges" can mar its perfectly balanced, light-bodied flavor. Check the difference yourself *today*. Ask for TEN HIGH at your favorite bar or liquor store.

It costs no more to Double Your Enjoyment of your favorite drink! 90 proof. Hiram Walker & Sons Inc., Peoria, Illinois.



TEN HIGH

STRAIGHT BOURBON
WHISKEY

Double your enjoyment with



"I'm after true smoking enjoyment—and I get it when I let up and light up a Camel," says

JAMES S. BROWN, JR.,
ACE HOLLYWOOD CAMERAMAN



YOU'D enjoy meeting Jim Brown, the Camel smoker shown above, right, and hearing him tell the inside story of his experiences as a movie cameraman.

Jim Brown worked twelve to sixteen hours a day "on location" making the recent Columbia picture, "The Law Comes to Texas," starring Bill Elliott.

People who work hard and play hard seem especially partial to Camels. "After all, I don't light up just for a smoke," Jim Brown explains. "I'm after true smoking enjoyment. I get it when I smoke Camels. They're mild.

They're swell! 'I'd walk a mile for a Camel!'"

Yes, sir, like so many other Hollywood folks, Jim Brown speaks up with that famous "I'd walk a mile" sentiment.

A real happy smoking experience—that's what you want. Or else, what's the smoking for? So let up—light up a Camel—the cigarette which today...and yesterday...and yesteryear...was and is a *matchless* blend of finer, MORE EXPENSIVE TOBACCOS, Turkish and Domestic. Smoke six packs and you'll find out why Camel is the most popular cigarette in the U.S.A.!

FOR SMOKING PLEASURE
AT ITS BEST...

Camel...the Cigarette of Costlier Tobaccos

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